

# Annual Report 2020



**EDUCA<sup>®</sup>**

FUNDACIÓN EDUCA MÉXICO A.C.

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## Message from Executive Director

### Thank you for being with us in 2020!

In 2020, EDUCA celebrated its 25th anniversary. We commemorate our two and a half decades with more enthusiasm and commitment than ever. Our anniversary came in a year that changed our lives and invited us to reconsider, reorganize and create new ways to move our mission forward.

For EDUCA, 2020 was the year we launched our new strategic planning 2020-2025. The year of the #JuntosPodemos and #EDUCAconVans campaigns. The year in which we changed our logo and launched a new institutional image. The first time that all of the Foundation's massive events were held virtually. The start of volunteer work with collaborators from remote companies. The grand opening of our virtual community. We trained and premiered as remote content designers and instructional designers, reinventing ourselves to continue encouraging EDUCA NETWORK to keep moving forward.

This Annual Report summarizes the work carried out in 2020 by the EDUCA team and by the schools of EDUCA NETWORK. Thanks to the work of the management teams, teachers and students, each activity fulfilled its purpose. It was not an easy year, but we had the trust of beneficiaries and donors so that everything at EDUCA would continue working. The COVID-19 pandemic transformed us forever, but it also allowed us to prove that a job well done, perseverance and discipline can achieve everything.

Many thanks to those who joined us in 2020, especially the recurring donors and the companies whose donations made EDUCA's work possible. We hope that this Report shows that although the challenges associated with the pandemic have not been easy to overcome, they have made the Foundation a better organization because we have learned to be more sensitive and closer to the reality of the boys, girls and teenagers we serve.

*Monica Cinco Basurto*

**Monica Georgina Cinco Basurto**  
Executive Director





## Strategic Planning 2020-2025

This year we defined the strategic planning for the following five years and reviewed the institutional foundations that will guide EDUCA towards 2025.

**MISSION.** Strengthen schools so that girls, boys, youth and teachers become agents of change, fulfilled and happy to contribute to sustainable development.

**VISION.** Ensure that the best practices of EDUCA NETWORK have a national and global impact.

### EDUCA DNA

- ⚙️ **Happy people.** We are happy because we serve society by creating value in all of our activities. We recognize that all people are valuable and, therefore, we strive to ensure that their EDUCA experience provides moments of happiness.
- ⚙️ **Love a job well done.** We are excited about our work, we love what we do and we are proud of EDUCA. We pay attention to details, we are neat in everything we do, and we use our time effectively.
- ⚙️ **Focused.** We focus on achieving the success of our programs and have a greater impact on the children and institutions with which we work.
- ⚙️ **Sustainable culture.** We value and take care of all available and granted resources, we use them in a responsible and transparent manner thinking of future generations of girls, boys and teenagers.
- ⚙️ **Collaborative relations and alliances.** We are convinced that the best results are achieved by working collaboratively. We are convinced that only by working in partnership can we reach all the girls, boys and teenagers we want.

### EDUCA Strategic Objectives

**Objective 1. Strengthened team.** Ensure that the EDUCA team (council, board and operations) works in a collaborative environment with professional and personal growth with a sustained commitment to the organization.

**Objective 2. EDUCA Programs.** Ensure that EDUCA Programs reach the impact defined in strategic plans, creating value for schools and its education community.

**Objective 3. EDUCA Finances.** Achieve financial goals for funding the Programs and EDUCA's operations, guaranteeing the responsible and transparent use of the donations we receive.

**Objective 4. Evaluation.** Establish external evaluations and self-evaluations as permanent activities in all the Programs, operative and performance processes of the EDUCA team.



## EDUCA Programs and Projects

### Program 1. INSTITUTIONAL SUSTAINABILITY.

Improved school sustainability.

#### SCHOOLS

#### 1.1 Financial Strengthening.

For schools to increase the income stream from recurring donations via credit or debit card.

#### 1.2 Institutional Strengthened.

Strengthened institutional capacities for RED member schools.

#### MEMBERS OF GOVERNING BODIES

#### 1.3 Total Commitment.

Members of governing bodies involved in making strategic decisions for the institution.



### Program 2. EMPOWERING PEOPLE.

Students, principals and teachers make autonomous decisions and act assertively to meet their needs or solve problems.



### SCHOOLS (Created and managed by OSC) STRENGTHENED

#### STUDENTS

#### 2.1 Socio-Emotional Education.

Students and professors practice the acquired socioemotional skills.

#### 2.2 Financial Education.

Girls, boys and teenagers practice the acquired financial skills.

#### 2.3 Entrepreneurship.

Girls, boys and teenagers practice the acquired entrepreneurial skills.

#### PROFESSORS

#### 2.4 Green EDUCA.

Girls, boys and teenagers undertake responsible actions with environmental awareness.

#### DIRECTORS AND PROFESSORS

#### 2.5 Critical thinking.

Directors and professors develop critical thinking.

Girls, boys,  
youth and  
teachers are  
happy and  
fulfilled agents  
of change,  
contributing  
to the  
environment

EDUCA Congress/ Virtual Community/ Certification and Evaluation Entity

## Benefited Population

EDUCA NETWORK is formed by the 92 schools operated by 52 civil society organizations with which EDUCA collaborates to improve the quality of education services provided to the girls, boys and teenagers we serve.

### EDUCA NETWORK Features

- ⚙ Located in 13 of the country's states.
- ⚙ Civil society organizations founded by social entrepreneurs.
- ⚙ Constituted as Civil Associations, Private Assistance Institutions or Private Charitable Institutions.
- ⚙ Operating through donations and recovery fees.
- ⚙ Serving girls, boys and teenagers 3-18 years of age at the initial, preschool, elementary, junior high school and high school education levels.
- ⚙ The girls, boys and teenagers come from families that are socially, economically and emotionally disadvantaged.

### 37,588 people

- 13,420** girls, boys and teenagers
- 1,172** teachers
- 272** directors
- 368** operational staff members
- 22,061** mothers, fathers and/or tutors
- 295** governing bodies
- 52** institutions
- 92** educational facilities



## EDUCA NETWORK institutions per state

### 13 States in the country

#### Aguascalientes 1

Orfanatorio Casimira Arteaga. Hogar de la Niña. Asociación Protectora de la Infancia de Aguascalientes, A.C.

#### Baja California Sur 1

Los Niños del Capitán, A.C.

#### Chiapas 1

Emotional Training Center LFH, A.C.

#### Chihuahua 2

Centro Educativo San Carlos, A.C.

Escuela Isabel C. de Talamás, A.C.

#### Mexico City 20

Fundación Clara Moreno y Miramón, I.A.P.

Claudina Thévenet, A.C.

Fundación Dr. José María Álvarez, I.A.P.

Voluntarias Vicentinas de la Ciudad de México, A.C., Centro Santa María Aztahuacán

Renovación, Unión de Fuerzas Unión de Esfuerzos, A.C.

Gota de Leche, A.C.

APAC, I.A.P. Asociación Pro-Personas con Parálisis Cerebral

Guardería San Miguel, A.C.

Voluntarias Vicentinas de la Ciudad de México, A.C., Santa María de Guadalupe, La Villa"

Casa Hogar Marjorie Wurts, A.C.

Centro Educativo Nemi, A.C.

Asociación Maka Weiner I.A.P.

Instituto Pedagógico para Problemas del Lenguaje, I.A.P.

Voluntarias Vicentinas de la Santa Cruz del Pedregal, I.A.P.

Voluntarias Vicentinas de la Ciudad de México, A.C. Medalla Milagrosa

Fundación de Apoyo a la Juventud, I.A.P.

Estancia Infantil Vasco de Quiroga, I.A.P.

Colegio Jesús de Urquiaga, I.A.P.

Espíritu de Campeón, A.C.

Centro de la Amistad del Cerro del Judío, I.A.P.

#### State of Mexico 8

Fundación para la Asistencia Educativa, I.A.P.

Servicio, Educación y Desarrollo a la Comunidad, I.A.P.

Educación Teresiana, A.C.

Fundación Dar, I.A.P.

Centro Comunitario Acércate, A.C.

Centro de Educación Comunitaria Valle de Chalco, I.A.P.

Voces y Visiones de Malinalco, A.C., Comunidad Educativa Ameyalli

Casa de los Niños de Palo Solo, I.A.P.

#### Guanajuato 3

Imagina Biblioteca Infantil, A.C.

Instituto María Isabel Dondé, I.A.P. Filial Pedro Poveda Fundd

Centro Comunitario Teresiano, A.C.

#### Jalisco 5

Orfanatorio Magdalena Sofía, A.C.

Palmares Escuela Técnica, A.C.

Centro de Bienestar y Asistencia Infantil de Jalisco, A.C.

Líderes del Siglo, A.C.

Niños y Adolescentes en Armonía, A.C.

#### Michoacán 1

Colegio Tata Vasco de Santa Fe de la Laguna, Michoacán, A.C.

#### Morelos 3

Centro Educativo La Buena Tierra, A.C.

Fundación Don Bosco para el Desarrollo del Estudiante Morelense, A.C.

Nuestros Pequeños Hermanos, A.C.

#### Nuevo León 2

Escuela Bernardo A. Grousset, A.C.

Ciudad de los Niños de Monterrey, A.B.P.

#### Querétaro 4

Fundación Josefa Vergara y Hernández, I.A.P.

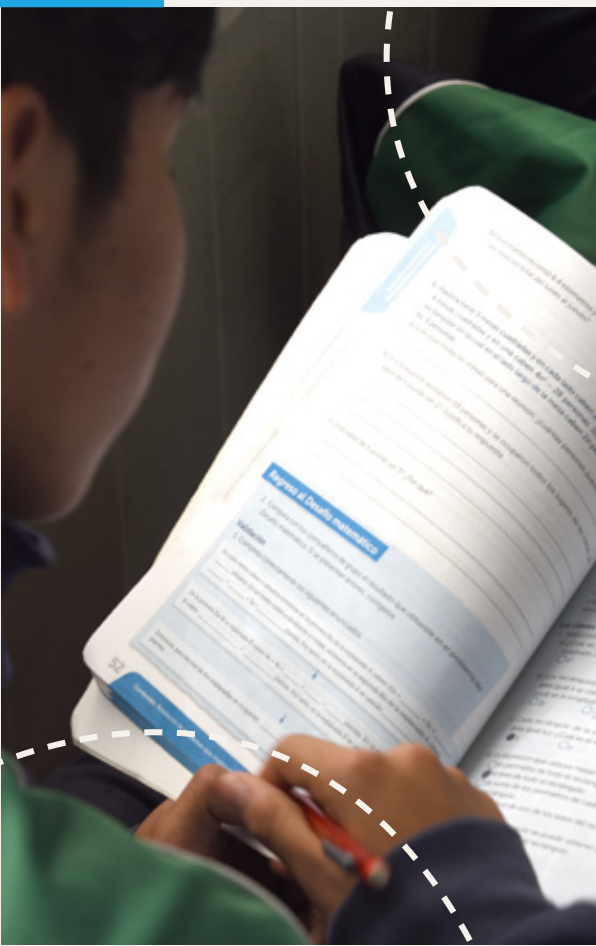
Instituto de Educación Integral I.A.P. San Juan Pablo II

Niños y Niñas de la Sierra, I.A.P.

Elisabetta Redaelli, I.A.P.

#### San Luis Potsí 1

Promoción Social Integral, A.C.



## Institutions that offer the following education services:

- 12** Initial education (infant and maternal)
- 37** Preschools
- 32** Elementary Schools
- 20** Junior High Schools
- 16** High Schools
- 10** Orphanages or Boarding Schools
- 1** Community Center
- 1** University

## Students per education level and gender

| Education leves    | Women       | Men         | Total        | %          |
|--------------------|-------------|-------------|--------------|------------|
| Initial education  | 83          | 61          | 144          | 1          |
| Preschool          | 1030        | 1032        | 2062         | 15         |
| Elementary School  | 3230        | 2911        | 6141         | 46         |
| Junior High School | 1460        | 1326        | 2786         | 21         |
| High School        | 1043        | 702         | 1745         | 13         |
| Boarding House     | 330         | 212         | 542          | 4          |
| <b>Total</b>       | <b>7176</b> | <b>6244</b> | <b>13420</b> | <b>100</b> |

## Teachers per education level

| Education leves    | Total       | %          |
|--------------------|-------------|------------|
| Initial education  | 47          | 4          |
| Preschool          | 210         | 18         |
| Elementary         | 415         | 35         |
| Junior High School | 264         | 23         |
| High School        | 164         | 14         |
| Boarding House     | 72          | 6          |
| <b>Total</b>       | <b>1172</b> | <b>100</b> |



## Programs and projects



### Institutional Sustainability Program

This program has three projects. The following is a description of the most important activities and achievements of each.

#### Total Commitment

##### Objective:

Renew the governing bodies of EDUCA NETWORK schools.

##### Benefited population:

227 people from governing bodies, general directors and fundraisers from the 34 schools of EDUCA NETWORK and guests.

##### Activities performed:

- Total Commitment began in November 2020 with the Workshop for Governing Bodies of EDUCA NETWORK. It lasted three hours and was taught by EDUCA advisors, José Antonio Casas-Alatríste and Gonzalo Turueño Senosian. The central theme of the Workshop was to promote high performance councils/boards, as well as the recruitment and involvement of new directors.
- We virtually held EDUCA NETWORK's Fifth Conference on Institutional Strengthening. This event was aimed at governing bodies, general directors and fundraisers. It consisted of a space for reflection, collaboration and training on topics related to organizational strategy and fundraising.



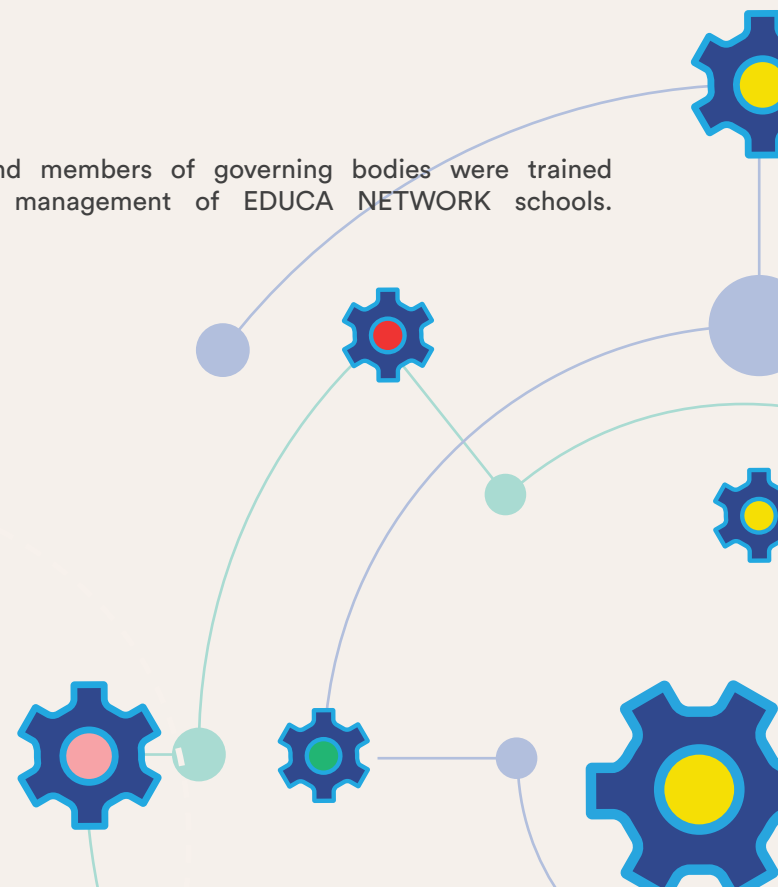


#### The Conference's main activities were:

- 2 Keynote Conferences: “The importance of the common good in times of pandemic” with Julio Di- Bella Roldán and “Fundraising” with Bernard Ross, The Management Centre, United Kingdom. Three simultaneous workshops: Emotional Containment for Work Teams from Top Management, Design Your Digital Fundraising Campaign, and Financial and Operational Resilience in COVID Contexts.
- For the first time, we held the “María Alicia Corcuera Award for Fundraiser of the Year” contest.
- Conversation: “Transforming education from civil society” with the participation of representatives of the Alberto Bailleres Foundation, EXCELDUC, Mexicanos Primero and Vía Educación.
- We presented the commemorative book and video for the Foundation’s 25th anniversary: 25 years, 25 stories.
- We held the “Everyone in EDUCA NETWORK Believes They Know” contest in which several school representatives put their knowledge to the test.
- We closed the day with a virtual celebration for EDUCA’s 25 year anniversary.

#### Results:

- 227 general directors, fundraisers and members of governing bodies were trained to strengthen the fundraising and management of EDUCA NETWORK schools.





## Financial Strengthening

### Objective:

Increase the flow of recurring donations via credit or debit card.

### Benefited population:

27 institutions in EDUCA NETWORK benefiting 8,356 students.

### Activities performed:

- \$4 x \$1 Campaign. This campaign lasted 4 months, from October 2019 to February 2020 and the objective was for the institutions to reach a goal of \$100,000 from new and recurring donations. As an incentive, EDUCA granted \$4 x \$1 for each new peso obtained by the institutions..
- EDUCA Fund Appeal. This fund is granted each year to 4 institutions as of an appeal. The objective is to invest that resource in a project that improves the fulfillment of the Institutional Strengthening Program to strengthen the schools' work. In 2020, the EDUCA Fund was granted to Gota de Leche, A.C., Instituto de Educación Integral, I.A.P. San Juan Pablo II, Centro Educativo La Buena Tierra, A.C., and Emotional Training Center, LFH, A.C.

### Results:

- The participating institutions achieved \$120,000 in new and recurring donations via credit and debit card. This resource was obtained from 56 new donors.
- The EDUCA Fund was invested in purchasing educational materials, paying specialized trainers, equipping a school diner and paying advisors to systematize the learning methodology to be used by one of the schools.





## Institutional Strengthening

### Objective:

Implement continuous improvement processes at EDUCA NETWORK schools.

### Benefited population:

43 institutions of EDUCA NETWORK, benefitting close to 12 thousand students and more than 800 teachers and directors.

### Activities performed:

- All institutions conducted the institutional self-diagnosis to measure their level of organizational maturity. The self-diagnosis is done on a predictive analysis platform designed by EDUCA. It measures eight dimensions through 121 indicators.
- 20 institutions were accompanied by a coach to work on the dimensions of Fundraising, Education Quality and Education Model.
- The work of the coaches on Fundraising focused on developing the skills for planning and strategy, social entrepreneurship and sustainability, increasing unique and recurring donations, defining or strengthening the donor follow-up plan and implementing a fundraising campaign through a social network.
- The educational coaching focused on adapting education models to a remote education mode, promoting students' personal online growth using mediation, and defining strategies to mediate significant online learning.
- We launched the Safe School strategy to guarantee that schools in EDUCA NETWORK have the training, strategies and materials necessary to prevent, provide care and/or refer COVID-19 cases, in addition to fulfilling the requirements of health and education authorities. As part of this strategy, we conducted the first virtual workshop "How to implement safety measures and protocols during the return to schools" lasting 2 hours. With the participation of 78 directors and education coordinators from 35 schools of EDUCA NETWORK. Furthermore, we distributed 19,750 face masks at 27 schools.

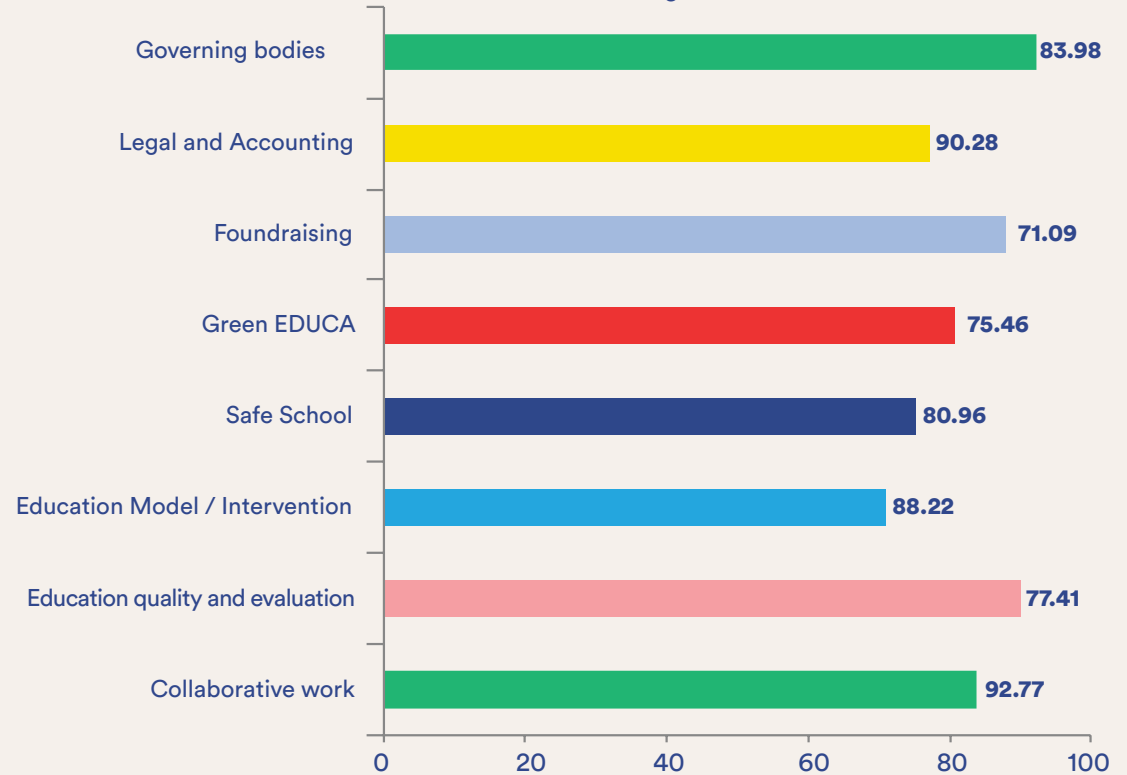




### Achievements:

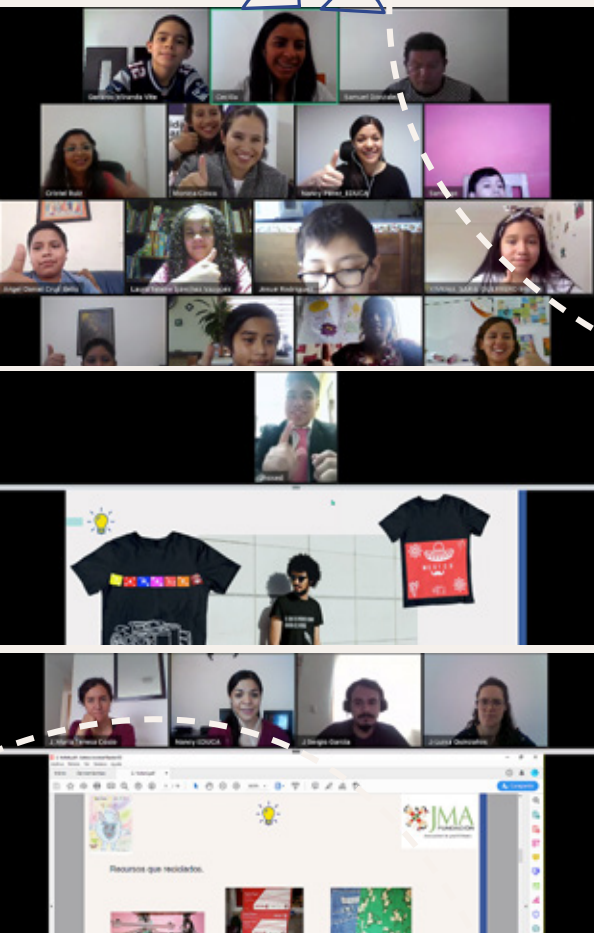
The following table shows the global results of the EDUCA NETWORK self-diagnosis

#### School Year 2020-2021 EDUCA NETWORK Global Average



The following table shows the progress per dimension by school year

| Maturity Level   | 2017-2018 | 2018-2019 | 2019-2020 | 2020-2021 |
|------------------|-----------|-----------|-----------|-----------|
| In consolidation | 10        | 14        | 23        | 24        |
| Stable           | 24        | 23        | 24        | 15        |
| Unestable        | 16        | 14        | 4         | 3         |
| High Risk        | 2         | 1         | 1         | 1         |
|                  | 52        | 52        | 52        | 43        |



## People Empowerment Program

This program has 6 projects. The following is a description of the most significant activities and achievements for the programs implemented in 2020.

### Save and Venture

#### Objective:

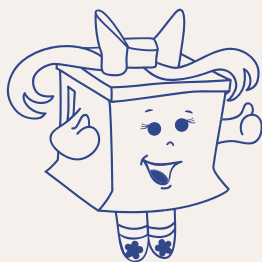
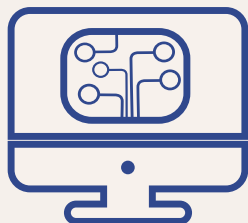
Ensure that girls, boys and teenagers of EDUCA NETWORK improve their economic and social reality by exercising socio-emotional, financial and entrepreneurship competencies.

#### Benefited population:

In 2020, the project was implemented at 16 schools, directly benefiting 120 teachers and 3,371 girls, boys and teenagers. Indirectly benefiting 5,056 parents.

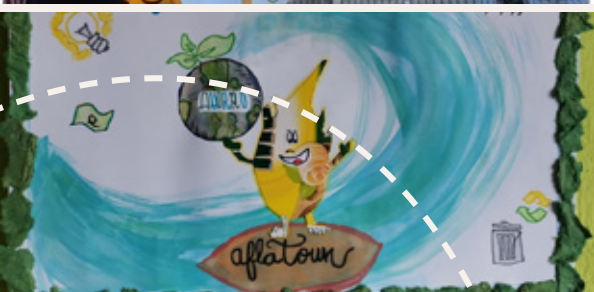
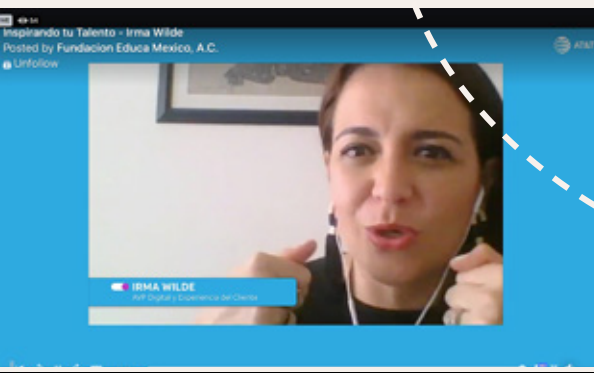
#### Activities conducted:

- **Initial training.** This training had the purpose of helping coordinators and teachers understand the educational material's methodological approach, as well as updating Empowerment, Financial Health, Economic Citizenship and Entrepreneurship contents.
- **Design new content.** Incorporating new content designed to promote a greater emphasis on strengthening students' economic and financial competencies.
- **Delivery of educational materials to students.** With the aim of optimizing the use of resources, we promoted that students from 1st to 4th grades reuse materials from previous years and/or use digital versions. This year we only printed and distributed guides for students who did not have access to connectivity or lacked devices to review content remotely.
- **Visit to the Interactive Museum of Economics (MIDE).** The visit to MIDE is an extracurricular activity that allows elementary school students in the 4th grade to reinforce learnings related to saving, distinguishing between needs and desires, reasoned consumption and resource management. The visit was attended by 105 boys and girls, plus 12 teachers from 3 schools.



- **Class hours.** The Save and Venture program is implemented one hour a week. Around 25 hours of class are held throughout the school year. More than half of these sessions were carried out remotely through the use of Facebook, WhatsApp and the devices that students and teachers had on hand to work on the classes.
- **Online teacher training.** We offered the online course Save and Venture. The course used interaction tools that allowed teachers to exchange experiences on the implementation of the program through forums, creating presentations, infographics, comparative charts, etc. It lasted 24 hours, benefitting 64 teachers.
- **Certification Process CONOCER on Competency Standard EC0670,** Facilitation for the Development of economic and financial intelligence for children and teenagers. 17 teachers were certified on this standard, thus reinforcing their competencies to create, implement and evaluate their session plans.
- **Follow-up visits for institutions.** The follow-up visits are part of the implementation strategy to know the characteristics with which schools operate the program, the training needs of teachers and the appropriation of the Save and Venture program by girls, boys and teenagers. This year, due to the COVID-19 pandemic, only the first visit was done in person and all other visits were conducted remotely.
- **Save and Venture EDUCA Fair.** We held the fifth edition of this event aimed at gathering girls, boys, teenagers, teachers and parents in a virtual event to share experiences, present ventures and participate in live broadcasts on financial education, entrepreneurship, empowerment and environmental care.





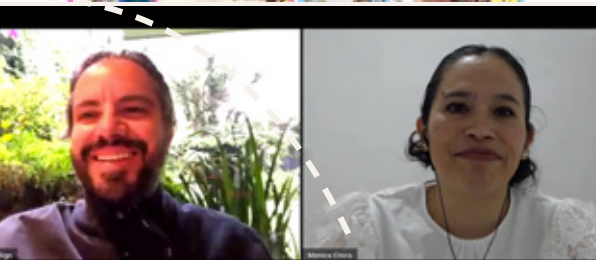
### The activities conducted in the event are:

| Type  | Description   |
|---|---|
| <b>Facebook Live Broadcasts</b>             | Girls, boys, teenagers, teachers and parents participated in EDUCA's Facebook Live broadcasts with experts on financial education, resilience, entrepreneurship and environmental care.   |
| <b>Drawings and/or Videos Contest</b>       | Girls, boys, teenagers and teachers shared saving strategies for material and/or financial resources to promote financial health among families and environmental care from home.   |
| <b>Virtual Calls</b>                        | Girls, boys, teenagers and teachers shared their perspectives and experiences with other students in Mexico and Aflatoun's partner countries in the region of the Americas on entrepreneurship and environmental care.  |
| <b>Entrepreneurship Contest</b>             | Girls, boys and teenagers presented entrepreneurship designs as creative solutions that help improve social, environmental, technological and/or financial issues in their school or community.   |
| <b>AlquiLab</b>                             | Girls, boys, teenagers, teachers and parents presented social, environmental, technological and/or financial ventures that require specialized counseling or funding for their execution or growth.   |
| <b>EDUCA Save and Venture Fair Platform</b> | A virtual space that gathers all of the activities program's information for the EDUCA Save and Venture Fair. It has a special section that presents the general description of the participating ventures to make them known as creative solutions designed by girls, boys, teenagers, teachers and parents. |
| <b>Bootcamp</b>                             | The bootcamp was an intensive training for girls, boys and teenagers whose ventures were awarded or acknowledged in the Fair. It was geared towards strengthening the soft and technical skills related to entrepreneurship.  |

### The event in numbers:

|            |  |
|------------|--|
| <b>26</b>  | Participating national and international schools and organizations |
| <b>118</b> | Girls, boys, teenagers and teachers on virtual calls               |
| <b>123</b> | Drawings and videos on Saving Strategies                           |
| <b>42</b>  | Ventures in the general, environmental and technology pavilions    |
| <b>13</b>  | Ventures on AlquiLab   |
| <b>300</b> | Students participating in all activities                           |
| <b>200</b> | People on live broadcasts and project presentations                |

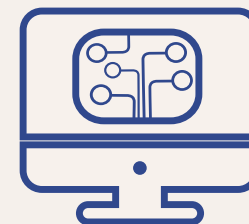




## Results:

In the final evaluation conducted for girls, boys and teenagers:

- 51% say they saved more than the previous year.
- 58% say they know how much they have saved because they keep records.
- 80% say they save in a money box and 12% say they save in a bank.
- Acknowledge that the program helps them save and plan expenses; recognize their own skills and talents; help people, schools or communities; solve problems in a respectful and peaceful manner; take care of the environment; and have a better relationship with their classmates.





## WINNERS | General Ventures Pavillion

### Fresh and happy students

#### 1° Elementary School

#### Instituto de Educación Integral, I.A.P. San Juan Pablo II

Place plants in pots made from reutilized materials to purify the air and lower the temperature to prevent students from feeling muggy due to the hot weather.



### I play at home by innovating

#### 2° Elementary School

#### Instituto de Educación Integral, I.A.P. San Juan Pablo II

The lack of materials in the classroom to work on Math motivated the creation of an educational game with recycled materials to practice additions, subtractions and mental calculations.



### CUPRI

#### 4° Elementary School

#### Palmares Escuela Técnica, A.C.

This venture made natural soaps as part of the line of personal care products from non-polluting materials.



### Hydrates Your Live

#### 5° Elementary School

#### Palmares Escuela Técnica, A.C.

This venture consists of creating face and hair masks that help users feel fresh and well with the goal of encouraging teenagers to take care of their skin and feel comfortable and confident, thus improving their self-esteem and wellbeing.



### Creating friendship and learning bonds

#### 6° Elementary School

#### Gota de Leche, A.C.

To promote respect for people with customs and ideas different from ours, the regional identity of each person, healthy coexistence and friendship, this venture designed a strategy to link students from different parts of the country through virtual calls to share the cultural elements that characterize their region.



### Ramé (beautiful chaos)

#### Junior High School

#### Grupo Laureles. Chiapas Campus.

Ramé (beautiful chaos) promotes forming communities through small acts that make a big change. While facing the uncertainty caused by COVID-19, they promote values, ideas and common goals, driving actions that lead to improvements at personal, social and environmental levels.

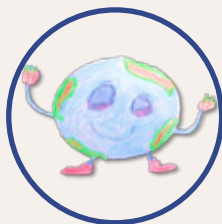


### Vida sana del caos nos salva

#### High School

#### Palmares Escuela Técnica, A.C.

Promueve la salud mental a través de una serie de videos con apoyo de redes sociales. Estos videos contienen menús saludables y rutinas de ejercicios sencillos que permitan aprovechar el tiempo en casa y sobrellevar de la mejor manera la contingencia.



## WINNERS | Environmental Ventures Pavillion

### For a greener world Lower Elementary School Asociación Maka Weiner, I.A.P.

Seeks to raise awareness on the importance of taking care of the world and the resources it offers us by publishing information on the consequences of irresponsible human actions and the tangible environmental deterioration.



### Jila Family Garden 4° Elementary School Fundación Doctor José María Álvarez, I.A.P.

Promotes family gardens as a strategy to supply the family consumption of vegetables in times of crisis, such as the one we are now experiencing due to COVID-19. Family gardens can be installed in small spaces at a low cost and are easy to care.



### My garden at home 5° Elementary School Fundación Doctor José María Álvarez, I.A.P.

Ante la dificultad durante la cuarentena de salir a la calle a comprar alimentos, este emprendimiento promueve el cultivo de hortalizas en casa utilizando principalmente recipientes, mostrando otra alternativa de instalación de un huerto familiar, y aprovechan los tallos y raíces de otros vegetales.



### RECICLATRON 6° Elementary School Servicio, Educación y Desarrollo a la Comunidad, I.A.P. (SEDAC)

Nace de un proyecto realizado por el mismo grupo de estudiantes 4 años atrás, se pretende que la separación de desechos para su reciclaje se vuelva un ejercicio permanente en todos los grados escolares y entre personas de la comunidad.



### Rücksack ANPAREDA Junior High School Palmares Escuela Técnica, A.C

Se diseñó una lonchera, bolsillo de cubiertos y una envoltura de sándwich producidas con el 80% de tela ecológica, útil para todas las personas en un desayuno y comida. También contará con bolsas a los lados para la botella de agua. Se busca promover en la escuela la reducción del uso de bolsas plásticas para beneficio ambiental y reducir gastos de quien las adquiere.



## WINNERS | Technology Ventures Pavillion

### Digital video library

#### Elementary School

#### Gota de Leche, A.C.

Students will provide support for their classmates by gathering and creating a variety of digital resources that represent a safe and reliable option to access information to do their homework, materials are adapted to the language, needs and degree of difficulty required per school grade.

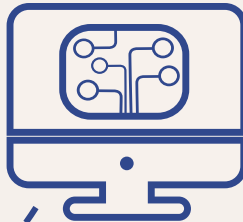


### Zoomapp

#### High School

#### Grupo Laureles. Plantel Chiapas

It is a new app that involves the use of technology in QR codes and Augmented Reality that allows creating a new and educational environment to put the viewer in touch with their surroundings. The project seeks to be implemented in zoos, natural areas, museums and botanical gardens.







### Awards for the Winners of Alquilab

All ventures in the General, Environmental and Technology Pavilions received:

- Financial aid for the venture **\$2,500**
- Financial aid for the teacher and coordinator in charge **\$1,000**

### The activities conducted in the event are:

#### Mr. Virus

- Financial aid: \$2,500

#### I love myself, take care of myself and protect the environment

- Financial aid: \$1,000
- 4 business model counseling sessions
- A table at the company's annual fair so that the ventures may sell their products

#### Comercializadora de Hortalizas y Frutas Colibrí

- Financial aid: \$8,500

#### SHUNAPITI Green Space

- Financial aid: \$6,500

#### If you want adventure, your need to read

- Financial aid: \$12,000
- 4 business model counseling sessions
- Support at the business incubator
- A table at the company's annual fair so that the ventures may sell their products

#### Lacelime Violeta

- Financial aid: \$7,000
- 4 business model counseling sessions
- Vectorized logo design
- Business incubator counseling
- A table at the company's annual fair so that the ventures may sell their products



- 
- Financial aid: \$8,000
- 

- 
- Financial aid: \$2,500
- 

- 
- Financial aid: \$5,000
  - 4 business model counseling sessions
  - Support at the business incubator
  - A table at the company's annual fair so that the ventures may sell their products
- 

- 
- Financial aid: \$5,500
- 

- 
- Financial aid: \$12,000
  - 4 business model counseling sessions
  - A table at the company's annual fair so that the ventures may sell their products
- 

- 
- Financial aid: \$1,500
  - 4 business model counseling sessions
  - Support at the business incubator
  - A table at the company's annual fair so that the ventures may sell their products
- 

- 
- Financial aid: \$1,500
  - 4 business model counseling sessions
  - A table at the company's annual fair so that the ventures may sell their products
-



## Students developed soft and entrepreneurial skills

### Pre

|             | SOFT SKILLS                          |   |  |  |  |   | ENTREPRENEURIAL SKILLS                  |  |   |  |  |   |
|-------------|--------------------------------------|---|--|--|--|---|---|--|---|--|--|---|
|             | Express ideas, feelings and opinions | Interact with people from their same school and other schools | Create work networks within and outside their school | Recognize talents in themselves and others | Solve problems by expressing different solution alternatives | Recognize achievements in themselves and others | Identify their project's value proposal | Be clear about the resources required to carry out their project | Recognize savings as a source of investment for their project | Identify key partners or allies to carry out their project | Incorporate technology tools into their project's design | Analyze different scenarios of change for executing their project |
| Present     | 15                                   | 6   | 2  | 0  | 0  | 0   | 0                                       | 2  | 6   | 0  | 0  | 0   |
| Partially   | 13                                   | 22  | 21   | 28   | 11   | 28  | 5                                       | 26   | 0   | 5  | 11   | 10  |
| Not present | 0                                    | 0   | 5  | 0  | 17   | 0   | 23                                      | 0  | 22  | 23   | 17   | 18  |

### Pos Test

|             | Express ideas, feelings and opinions | Interact with people from their same school and other schools | Create work networks within and outside their school | Recognize talents in themselves and others | Solve problems by expressing different solution alternatives | Recognize achievements in themselves and others | Identify their project's value proposal | Be clear about the resources required to carry out their project | Recognize savings as a source of investment for their project | Identify key partners or allies to carry out their project | Incorporate technology tools into their project's design | Analyze different scenarios of change for executing their project |
|-------------|--------------------------------------|---|--|--|--|---|---|--|---|--|--|---|
| Present     | 28                                   | 28  | 24   | 28   | 28   | 28  | 26                                      | 28   | 28  | 20   | 22   | 20  |
| Partially   | 10                                   | 0   | 0  | 0  | 0  | 0   | 2                                       | 0  | 0   | 8  | 0  | 0   |
| Not present | 0                                    | 0   | 4  | 0  | 0  | 0   | 0                                       | 0  | 0   | 0  | 6  | 8   |



## Sustainable EDUCA

### Objective:

Achieve to make girls, boys and teenagers carry out actions with environmental awareness.

### Benefited population:

845 girls, boys and teenagers, and 68 teachers from 8 schools within EDUCA NETWORK.

### Activities performed:

- **Installing gardens at home:** The school garden is a space for growing vegetables, installed in schools, which allows teachers and students to address topics related to nature (plants, animals, climate, among others), health (production and consumption of healthy foods) and environmental problems (water and soil care, resource use, recycling, pollution, climate change, among many others). In 2020, derived from the pandemic, the teachers made didactic adaptations to promote that the school garden known to their students becomes a garden in their home or backyard.
- **Installing solar panels:** Fundación Dar, I.A.P. and Voces y Visiones de Malinalco, A.C., Comunidad Educativa Ameyalli received support from EDUCA to install solar panels. With this infrastructure, schools will save 30% of the energy they usually spend. Due to the pandemic, we haven't been able to see the results but we hope to see the materialize once schools reopen.
- **EDUCA NETWORK'S Eco-school Program:** Eco-school is the largest sustainable schools program in the world and is part of the programs of the Foundation for Environmental Education (FEE). With Eco-school, each schools follows a seven step process of change lead by students. The schools who participated in this project and earned the Green Flag - the top Eco-school distinction - were: Voces y Visiones de Malinalco, A.C. Comunidad Educativa Ameyalli, Niños, Niños y Adolescentes en Armonía, A.C. and Centro Comunitario Teresiano, A.C.





## Schools for Earth

As part of the actions of the Sustainable EDUCA project, in 2019 EDUCA joined the Worldwide Environmental Education (WEE) initiative and has been a leader in the implementation of the Schools for Earth Program.

Schools for Earth is a comprehensive program that aims for educational centers and universities to incorporate environmental education processes and school practices designed to develop institutional and personal competencies among students, teachers, directors and parents for environmental care and sustainable development.

### Activities performed

- 4 Webinars to celebrate Earth Day on April 22, and 2 more to celebrate World Environment Day on June 5:
  - The garden as an educational and innovative resource to reach SDG that gathered 7,390 attendees.
  - Environmental and climate education for action that gathered 4,157 attendees.- Mexico's actions in the 2030 Agenda and Sustainable Development Goals for girls, boys, teenagers and teachers. Gathered more than 2,000 attendees.
  - Mexican cartography, learn about Mexico's main ecosystems. Gathered more than 2,000 attendees.
- Virtual tour of the Children's Farm with a total of 1,243 attendees.
- Online calls with 109 participating students talking about their projects.
- The Cinema Planeta platform, a member of WEE, remained open for more than a month so that students and teachers could enjoy a great number of environmental documentaries and education guides.
- The Schools for Earth Contest achieved the participation of 3,298 schools in all states of the country, and the participation of 110,473 teachers and 778,790 students. We received a total of 518 projects that were evaluated by a jury specialized in Worldwide Environmental Education and EDUCA.





The following are the education levels of the schools and universities enrolled in the various educational systems and subsystems in the country, in addition to one school in Colombia:

| EDUCATION LEVEL             | SCHOOLS | %     |
|-----------------------------|---------|-------|
| Initial Education           | 30      | 0.79  |
| Preschool                   | 1,228   | 32.25 |
| Elementary                  | 898     | 23.58 |
| Junior High School          | 611     | 16.05 |
| Upper Secondary             | 763     | 20.04 |
| University Higher Technical | 3       | 0.08  |
| Normal for teachers         | 8       | 0.21  |
| Superior                    | 85      | 2.23  |
| Postgraduate                | 26      | 0.68  |
| Special Education           | 33      | 0.87  |
| Community Plaza             | 73      | 1.92  |
| Job Training                | 45      | 1.18  |
| Community Center            | 5       | 0.13  |



The following were the winning projects of the Schools for Earth 2020 Contest, which had the broadcasting support of the Ministry of Public Education and the Secretariat of Environment and Natural Resources.

## WINNING SCHOOLS

### First Place:

**Telebachillerato Comunitario Chapultepec de Pozos, Hidalgo**

**Project:** Making the change

### Second Place:

**Plantel Num. 19 Colegio de Bachilleres de Tabasco, Tabasco**

**Project:** Ethnobotanical Garden of the mountain microregion of the State of Tabasco

### Third Place:

**Primaria General Agustín Olachea Avilés, Baja California Sur**

**Project:** Sowing Seeds for a clean and sustainable future

## WINNING UNIVERSITIES

### First Place:

**Escuela Normal de Aguascalientes, Aguascalientes**

**Project:** Environmental management system

### Second Place:

**Normal del Valle del Mezquital, Hidalgo**

**Project:** Normal-school students of Mezquital for the planet

### Third Place:

**Universidad Tecnológica Minera de Zimapán, Hidalgo**

**Project:** Lynxes in Action

The Schools for the Earth award ceremony was organized by EDUCA and had the participation of representatives of Worldwide Environmental Education, including The Hunger Project Mexico, Earth Day Network, Reversible, Urban Center and the 32 holders of the Educational Liaison Offices of the Federal Public Education Secretariat. The event also featured the participation of:

- Dolores Barrientos, Representative in Mexico of the United Nations Environment Programme (UNEP).
- The Ministers of Public Education of the states of Aguascalientes, Tabasco, Baja California Sur and Hidalgo.

# CONGRESO EDUCA 2020

## EDUCA Congress

### Objective:

Provide teachers and directors within EDUCA NETWORK the theoretical-practical tools that enable improving the education quality and academic performance of their students.

### Benefited population:

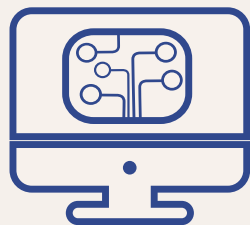
11,002 trained teachers from 43 schools within EDUCA NETWORK and 59 invited schools.

### Activities Performed:

The EDUCA 2020 Congress was held virtually for the first time due to the COVID-19 pandemic. The strategic axes on which the workshops and conferences revolved were the following:

### Specific topics and objectives:

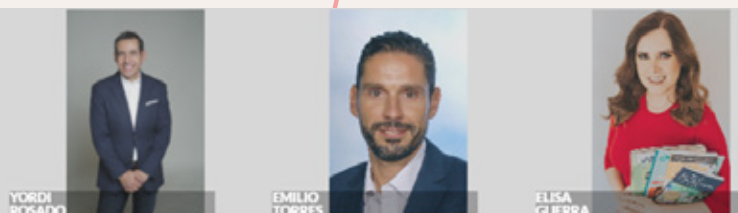
- Teaching and learning within the COVID context to strengthen teaching competencies, plan remote classes and evaluate learning, taking into account the traits and needs of students derived from the pandemic context.
- Socioemotional education to strengthen teaching and personal competencies related to self-awareness, self-care, emotions, and interpersonal and intrapersonal relationships to promote personal and social wellbeing.
- Academic competencies to strengthen teaching competencies, design strategies and evaluate learning related to reading comprehension, mathematical-logical thinking, science and languages.
- Environmental education to strengthen teaching competencies intended to promote and evaluate environmental education learning linked to the Sustainable Development Goals.
- Remote education strategies to strengthen teaching skills in the use of remote education tools and strategies in an innovative and collaborative way.



- Workshops for directors to strengthen managerial competencies to manage and coordinate remote work teams with a focus on resilience.
- Certification of Labor Competencies to evaluate candidates interested in certifying their labor competencies in Standards EC0217 and EC0336.

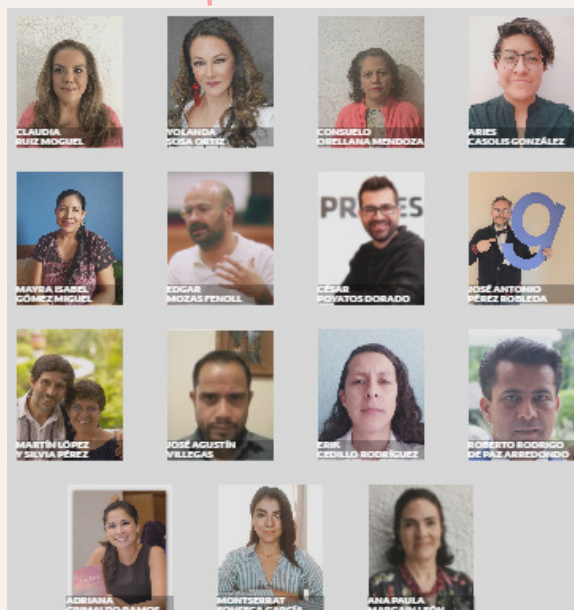
#### Activities in the Congress:

- Survey to detect the need to train and strengthen the teaching practice.
- 4 Master Conferences
  - No excuses! Change the but to the I can. **Yordi Rosado**
  - Teaching from the brain of the learner. **Emilio Torres**
  - How to implement safety measures and protocols for returning to schools. **Germán Soto**
  - Eight lessons of the pandemic: How parents and teachers can reimagine education. **Elisa Guerra**



- 34 different workshops
- Certifications
  - Certification on Competency Standard EC0217. Teaching human capital training courses in person for groups.
  - Certification on Competency Standard EC0336. Tutoring for online courses and certification programs.
- 2 Conversations
  - Schools for Earth Conversation, Worldwide Environmental Education.

EDUCA NETWORK Directors Conversation “Challenges that EDUCA NETWORK schools are facing in the COVID-19 context” with Antonia Moreno from Centro Comunitario Acércate, A.C.; Antonio Sandoval from Fundación Don Bosco para el Desarrollo del Estudiante Morelense, A.C.; and Adriana Rodríguez, del Instituto Pedagógico para Problemas del Lenguaje, I.A.P.





**Delivery of cash bonuses:**

79 teachers and directors received cash bonuses of \$500 and \$1000, mobile phone credit, earphones, tablets or laptops to continue connected with EDUCA throughout the event.

**Results:**

In the diagnostic evaluation of knowledge, the following are the results per school year in the five evaluated areas. The Environmental Education section was added at the EDUCA 2020 Congress.

**PRESCHOOL AND ELEMENTARY SCHOOL**

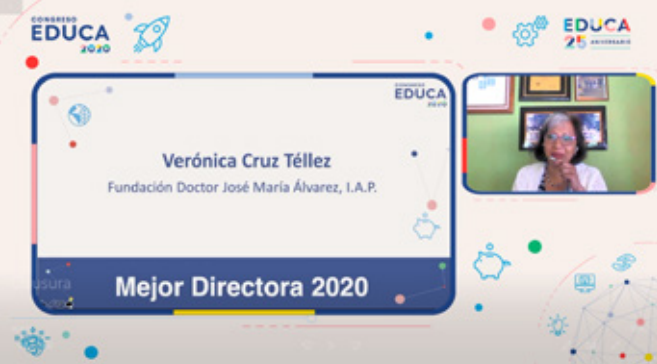
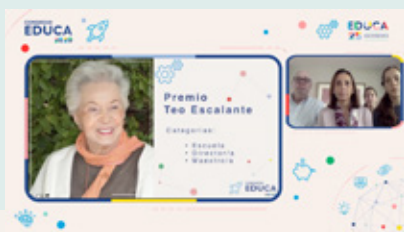
|         | FULL EVALUATION |      |      | GENERAL KNOWLEDGE |      |      | SPANISH |      |      | MATHEMATICS |      |      | FINANCIAL EDUCATION |      |      | ENVIRONMENTAL EDUCATION |      |      |
|---------|-----------------|------|------|-------------------|------|------|---------|------|------|-------------|------|------|---------------------|------|------|-------------------------|------|------|
|         | 2018            | 2019 | 2020 | 2018              | 2019 | 2020 | 2018    | 2019 | 2020 | 2018        | 2019 | 2020 | 2018                | 2019 | 2020 | 2018                    | 2019 | 2020 |
| Average | 4.6             | 5.9  | 7    | 4.4               | 5.5  | 7.5  | 5.4     | 7.7  | 7.9  | 4.8         | 5.5  | 5.5  | 5.8                 | 4.4  | 5.8  |                         |      | 6.8  |

**JUNIOR AND HIGH SCHOOL**

|         | FULL EVALUATION |      |      | GENERAL KNOWLEDGE |      |      | SPANISH |      |      | MATHEMATICS |      |      | FINANCIAL EDUCATION |      |      | ENVIRONMENTAL EDUCATION |      |      |
|---------|-----------------|------|------|-------------------|------|------|---------|------|------|-------------|------|------|---------------------|------|------|-------------------------|------|------|
|         | 2018            | 2019 | 2020 | 2018              | 2019 | 2020 | 2018    | 2019 | 2020 | 2018        | 2019 | 2020 | 2018                | 2019 | 2020 | 2018                    | 2019 | 2020 |
| Average | 5.3             | 6.4  | 7.4  | 6.6               | 6.4  | 7.8  | 6.4     | 6.7  | 7.8  | 4.5         | 5.8  | 5.8  | 6                   | 6.9  | 6.6  |                         |      | 8    |



**Who was Teo Escalante?** We at EDUCA were not fortunate enough to meet Teo, but in her last year she thought of EDUCA. Convinced of the Foundation's work, she left us a bequest that will allow us to implement several institutional projects over three school years. Teo was a Mexican convinced that education transforms lives. Therefore, in her honor and as of this school year, the best school, director and teacher of the year awards granted within the EDUCA Congress are given in her name.



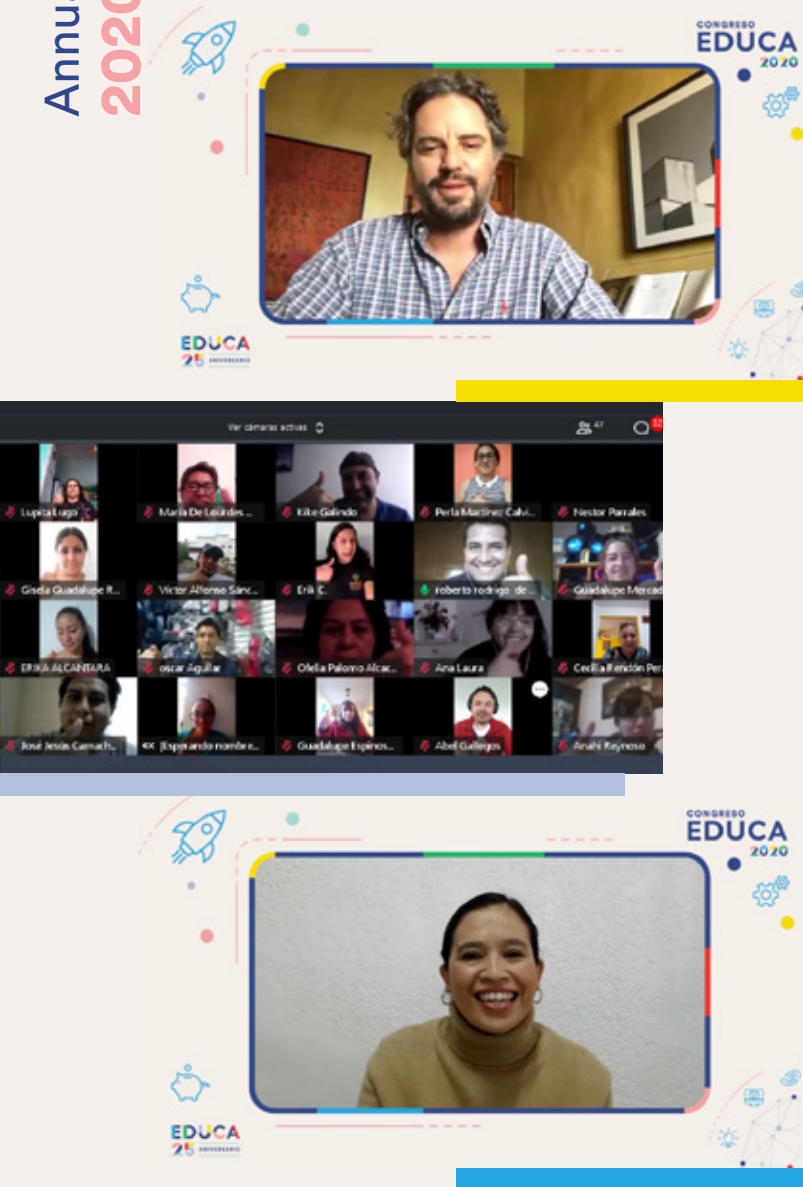
## EDUCA NETWORK Awards

For the first time, we gave the Teo Escalante Award to the best school, director and teacher of the year award to those who excelled in the 2019 - 2020 school year. The award consisted of a financial incentive in recognition of their commitment with EDUCA NETWORK, educational leadership and results reached in the implemented programs.

### Acknowledgements

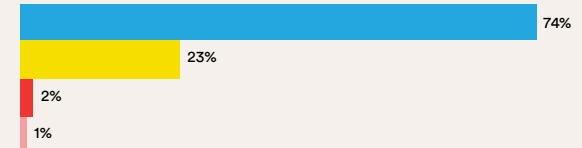
| Category                                       | Representative                 | School  | Distinguished for:  |
|--|--------------------------------|---|---|
| <b>Best School of the Year:</b><br>MX\$25,000  |                                | <b>Fundación Dar, I.A.P.</b>  | Since joining EDUCA NETWORK, it has proven to be an institution highly interested and committed with EDUCA, it has driven significant changes in its education work through our programs. |
| <b>Best Director of the Year:</b><br>MX\$6,000 | Verónica Cruz Téllez           | <b>Fundación Dr. José María Álvarez, I.A.P.</b>                         | The educational leadership she has developed by being a liaison between her institution and EDUCA for the effective implementation of all programs.                                       |
| <b>Best Teacher of the Year:</b><br>MX\$6,000  | Miriam Noemi Ramírez Hernández | <b>Palmares Escuela Técnica, A.C.</b>                                   | Her enthusiasm, commitment and dedication drive the fulfillment of the programs' objectives, standing out for her school's participation in a great number of EDUCA activities.           |
| <b>Best Teacher of the Year:</b><br>MX\$6,000  | Nancy Alejandra Ocampo Corona  | <b>Servicio, Educación y Desarrollo para la Comunidad, I.A.P. SEDAC</b> | The commitment shown in her own training and application of methodologies place her students at the core of the learning process.   |

## Congress Evaluation

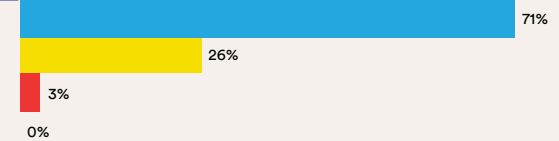


## CONGRESS LEARNINGS AND EXPECTATIONS

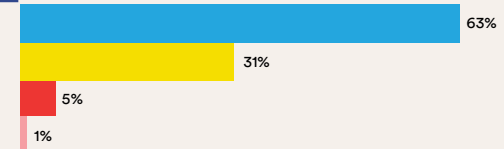
At the Congress, I learned from the experiences of other teachers and directors



The learning and experiences acquired through conferences, workshops and activities were enriching

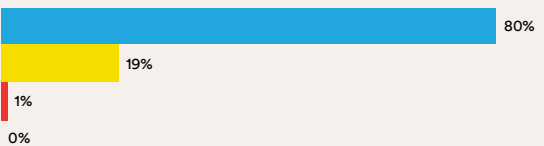


The Congress fulfilled my expectations

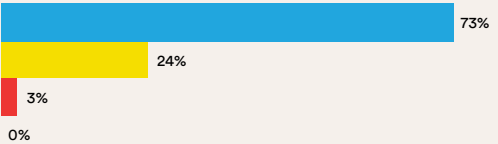


## ORGANIZATION AND SERVICES OFFERED

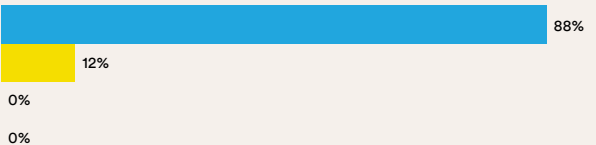
EDUCA members treated us in a friendly and respectful way



Activities were properly organized



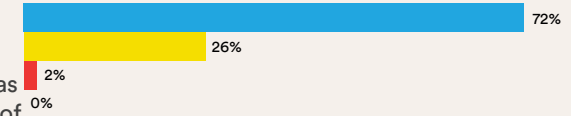
Attention provided in the Congress registration process was adequate



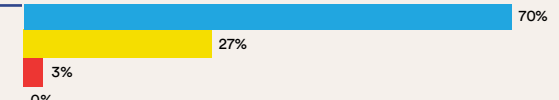


## CONFERENCES AND WORKSHOPS OFFERED

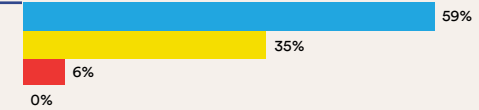
The methodology of the workshops was adequate to achieve the development of significant learning



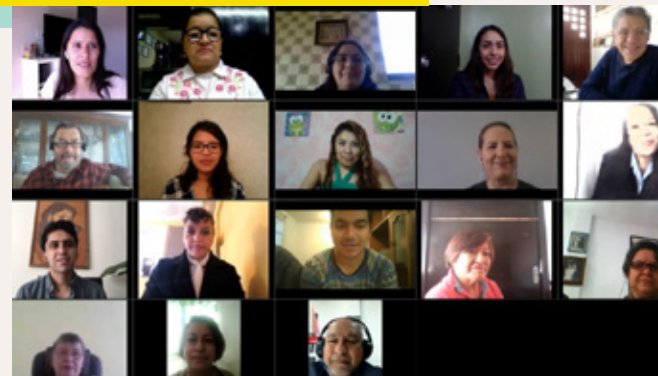
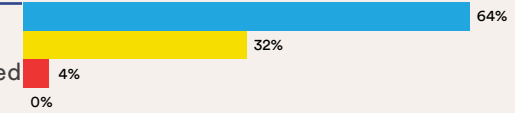
The duration of the workshops was adequate to achieve valuable learning



The topics of the workshops offered suited my needs and interests



The topics of the conferences offered suited my needs and interests



## Testimonies

*"I am very grateful to the EDUCA Foundation for the training provided in this time of the pandemic. I congratulate the entire team for all the effort and commitment they have with the education of our country."*

*Thank you very much, Fundación EDUCA, for trusting each of us. We will share the knowledge and experiences acquired with the entire work team to work together for the benefit of our students."*

Eloina Granados Huerta, APAC Asociación Pro Personas con Parálisis Cerebral I.A.P.

*"I thank the EDUCA Foundation for the social commitment of so many years, and I recognize the importance of its participation in the field of education in Mexico."*

*Receiving a stimulus for our work represents one more reason to continue with the commitment of teaching children and young people in this new virtual scenario, as I always leave with new knowledge and experiences, which I will apply in my teaching practice and I receive with great pleasure and I am proud of the support that you generously extend to me."*

Olivia Arrieta García, Colegio Jesús de Urquiaga, I.A.P.

*"Good day, I can only imagine how intense is the preparation, organization and inauguration of the EDUCA Congress. It is a great satisfaction to experience that the physical distance due to confinement was not an insurmountable difficulty to hold this event. We congratulate you on all of your achievements."*

Juana Inés, Gota de Leche, A.C.

## Virtual Community

### Objective:

Strengthen the teaching, learning and collaboration processes of EDUCA NETWORK teachers.

### Benefited population:

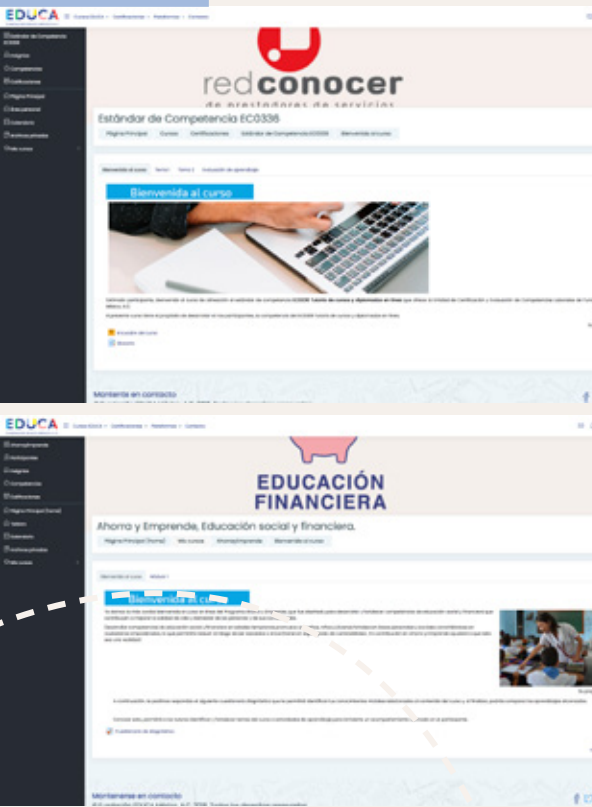
651 teachers from 85 schools of EDUCA NETWORK and guests.

### Activities Performed:

- Launched the Save and Venture online course, formed by 2 modules lasting 20 hours and aimed at teachers who participate in the Save and Venture project.
- Designed the online course “EC0301. Design of human capital training courses in person and groups, their evaluation tools and course manuals,” to certify work competencies.
- Designed the online course “Introduction to Environmental Education for Sustainability.”
- 3 conversations to reflect on the challenges of education when facing COVID-19 and teachers’ needs for a quality online education.

### Results:

- 117 teachers trained in online courses.
- 234 teachers interacting in the EDUCA Collaborative Network.
- More than 300 participants in the conversations.







## Resultados:

- 37 maestros y maestras se certificaron.



## Certification and Evaluation Entity

### Objective:

Train, evaluate and certify the labor competencies of people based on CONOCER's Competency Standards. This certification has national validity and is recognized by the Ministry of Public Education (SEP)

### Benefited Population:

| Standard Number | Standard Name   | People Certified |
|-----------------|---|------------------|
| EC0217          | Human capital training courses taught for in-person groups.   | 6                |
| EC0301          | Designing human capital training courses for in-person groups, evaluation tools and course manuals. | 1                |
| EC0336          | Tutoring for online courses and certification programs.   | 10               |
| EC0553          | Effective communication at work.  | 3                |
| EC0670          | Facilitating for the development of economic and financial intelligence in children and teenagers.  | 17               |
| Total           |   | 37               |

### Activities Performed

- In addition to the 37 certification processes conducted, due to the COVID-19 pandemic, most of the year we worked on the instructional design of contents for 217, 301, 336 and 670 Standards to upload as part of the education offered in the Virtual Community.
- We created the manuals requested by CONOCER for the training and evaluation processes of the mentioned standards.



## Strategic Alliances:

**Aflatoun International.** EDUCA has been a member of the Aflatoun International Network for 11 years. Aflatoun's content on financial education and entrepreneurship is the basis for our Save and Venture Program. Aflatoun is the most important global organization promoting social and financial education among girls, boys and teenagers.



**Pact for Early Childhood.** Pact for Early Childhood. EDUCA is part of the Pact for Early Childhood, a citizen initiative for advocacy and collective impact made up of more than 400 civil society organizations with the goal of making early childhood a priority on the national agenda.



**Worldwide Environmental Education.** EDUCA is a member of the Board of Directors of Worldwide Environmental Education (WEE), a Mexican initiative made up by 20 institutions with the purpose of granting access to environmental education for students of all education levels worldwide in order to accomplish a sustainable development. EDUCA was responsible for implementing and tracking the Schools for Earth 2020 Program which had an impact on nearly 1 million people.



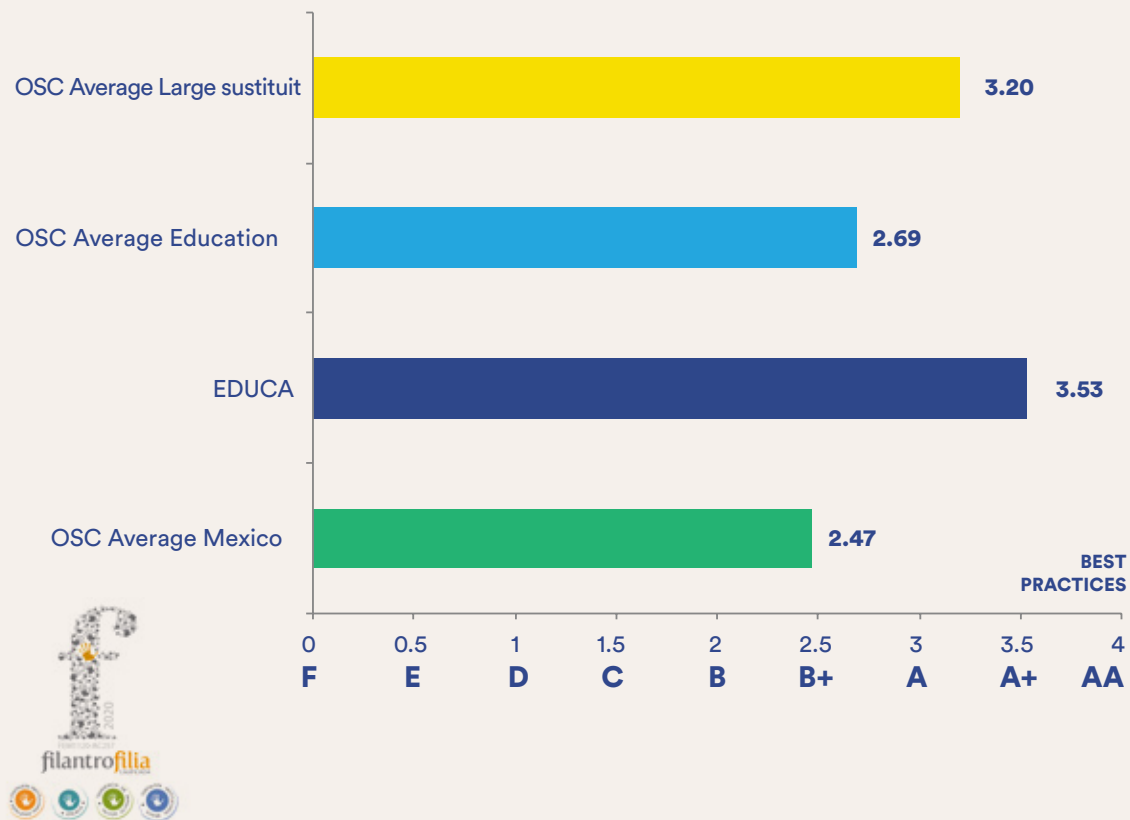
**Network for Education by CEMEFI.** The Network for Education is a group of civil society organizations that are members of the Mexican Philanthropy Center (CEMEFI) working to improve the quality of education in Mexico.

## Filantrofilia 2020

To be accountable to all our donors and demonstrate the dedication, work, impact, effectiveness and transparency of all our actions, we evaluate ourselves with Filantrofilia, an institution that seeks to maximize the impact of philanthropy by rating civil society organizations.

Main data yielded by our evaluation:

- For each \$1 received by EDUCA as donations, we return \$2.63 to society through our programs.
- We were rated A+, the equivalent of 3.53 out of 4 points maximum.
- 75% of beneficiaries don't have any other way to receive the service offered by EDUCA and credit the care we provide with one or more positive changes in their quality of life.



## Publications

## Club Reforma

To celebrate EDUCA's 25th anniversary, our friends at Club Reforma provided their support by gathering our memoirs.



Portada / Actualidad /

Forbes Adverorial  
Julio 2020 # 5-39 años

## #EducaConVans, una iniciativa social contra la deserción escolar en México

Vans México y Fundación Educa presentan la campaña #EducaConVans, que busca respaldar a niñas y niños en situación vulnerable en su derecho por recibir educación básica de calidad.



## #EducaConVans

Campaign organized by Vans in benefit of Fundación EDUCA and to grant scholarships during the pandemic. It was broadcasted in many digital and printed media outlets, including Forbes México.

## Fundación Acir

Donated air time for an interview on the Panorama Informativo program hosted by Alejandro Villalvazo and Iñaki Manero, broadcasted on 88.9 FM. We announced the pantry donation project for EDUCA NETWORK's families in greatest need for the #JuntosPodemos campaign. Furthermore, it donated a radio spot for broadcasting this cause.

18 | Club Viernes 24 de Abril del 2020



**EDUCA**

Desde hace 25 años, Educa México ha puesto sus esfuerzos en que más niños puedan recibir una educación de calidad. Actualmente, esta fundación trabaja con 50 comunidades, a las cuales lleva programas diseñados para que los pequeños tengan un aprendizaje más completo, ayuda económica y capacitación docente.

Ante la pandemia, esta organización se dio cuenta que lo principal era asegurarse que los 17 mil 500 niños que ayudan puedan continuar con sus estudios y que sus familias sigan recibiendo apoyo a través de despensas.

✦ **¿Cómo ayudar?** Realizando un donativo, que puede ser mensual, de 632 pesos para comprar una despensa, o mil 300 pesos, para cubrir el sueldo de un maestro.

[educamex.org.mx](http://educamex.org.mx)



Alexia Sayuri Jiménez forma parte de uno de los Centros Educativos.

“No importa de qué sea tu fundación, todos estamos siendo afectados por esto y no vamos a lograr salir si no nos movemos juntos y atendemos la parte de Covid-19 primero. Esto ha hecho que nos replanteemos y hagamos esfuerzos extraordinarios, porque ahorita lo que tenemos que atender son las necesidades más básicas”.

**ANDREA FLAMAND**, directora de procuración de fondos

## Club Reforma

We announced the initiatives carried out by Fundación EDUCA at the start of the COVID-19 pandemic.





## FUNDRAISING

Today, more than ever, thank you for being with us!

Orgullosamente apoyado por



**Scotiabank**<sup>®</sup>

**Senosiain**<sup>®</sup>  
Laboratorios

Joined by more than one thousand people through a monthly donation

### Investment in programs:

- Cano
- Centro de Expertos Integrales en Desarrollo Empresarial (CEIDE)
- Chiesi
- Demar
- EY
- Familia Escalante
- Farmacia San Pablo
- Fideicomiso Por los Niños de México, Todos en Santander
- Fundación Diez Morodo
- Fundación Espinosa Rugarcía (ESRU)
- Fundación MetLife
- Fundación Soriana
- Fundación Telefónica
- Greystar
- Homework
- Korn Ferry
- Marinela Servitje Montull
- MCM Telecom
- PYMO
- Qualitas
- Sealand
- VACE
- Vans

### In kind:

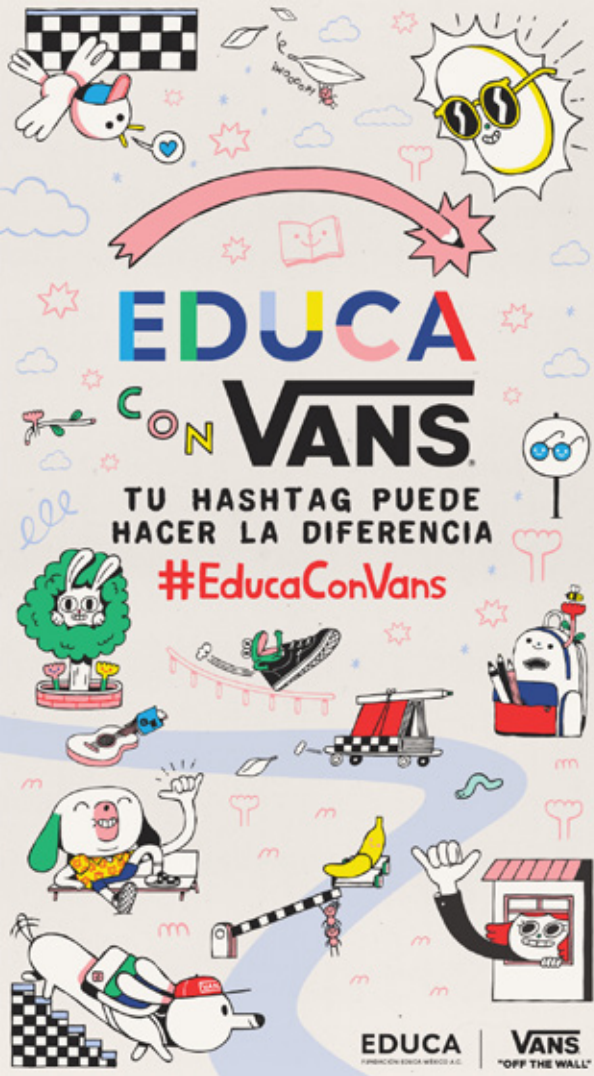
- Belcorp
- Club Premier
- Farmacia San Pablo
- Fundación Posadas
- Google Grants
- Italika

### Pro-bono:

- Deloitte
- Fundación Basham, Ringe y Correa, A.C
- Ibáñez Quintana Saavedra & Hoffmann
- Porter Novelli

### Crowdfunding platforms:

- Benevity
- Global Giving



## Special Projects



### Scholarship Funds

To keep EDUCA NETWORK's boys and girls in school during the pandemic, several companies joined the scholarship project to fund a percentage of the expenses of families and schools. Thanks to:



#### MCM Telecom

MCM Telecom's "Actívate por la Educación" race allowed 50 primary school girls and boys in the state of Michoacán to receive scholarships to finish the 2020-2021 school year.



#### VANS

The #EducaConVans campaign enabled us to award scholarships to 536 elementary school students from September to November and deliver school supplies. For every #EducaConVans hashtag, the brand donated \$19.66 until it reached \$1,000,000 distributed in schools in the State of Mexico, Guanajuato, Querétaro and Morelos. As part of the activities performed, we painted a mural at the Centro Educativo La Buena Tierra, A.C. with the support of VANS collaborators and brand influencers.



#### Fundación VACE

Fundación VACE gave a one-year scholarship to 30 girls and boys from the state of Michoacán. Thanks to their support, we were also able to deliver basic school supplies.



#### CANO SHOES

CANO SHOES, through a digital campaign, donated a percentage of their sales to give a one-year scholarship to two students in Michoacán.



#### #JuntosPodemos Campaign

In April 2020, we launched this campaign to distribute groceries and financial aid to pay for the salaries of EDUCA NETWORK teachers. Thanks to the support of particular donors, companies and the Chinese Christian Church in Mexico, we were able to raise more than \$250,000 that were invested in groceries for the families in greatest need.



## Aid for teachers during pandemic

Homework launched a fundraising campaign in support of teachers who have difficulties to work remotely, whether for lack of a good computer, camera, headphones or Wi-Fi.

If you want to join the Homework campaign or give scholarships to students and receive bimonthly information of the students or teachers you sponsor, contact the EDUCA team in [procuracion@educa.org.mx](mailto:procuracion@educa.org.mx)

# Homework



## CLUB PREMIER

The Club Premier rewards program joined our cause, making it possible for their clients to donate their Premier Points through the websites [www.clubpremier.com](http://www.clubpremier.com) or [www.educa.org.mx](http://www.educa.org.mx)

# CLUB PREMIER





## Events

### BECOME ACTIVE FOR EDUCATION WITH MCM TELECOM

Thanks to the event “Actívate por la Educación”, a virtual marathon that achieved more than 6,000 kilometers among collaborators, families and friends, 50 students at the Tata Vasco school in Santa Fe de la Laguna, Michoacán, received scholarships. Thanks to these scholarships, students will conclude the 2020-2021 school year and enroll in the 2021- 2022 school year.

### PONTE LA MOCHILA (PUT ON THE BACKPACK)

In October, we organized the fundraising campaign “Ponte la Mochila”, inviting more people to make monthly donations starting at \$50 so that girls and boys stay in school. During this month, we were able to raise \$3,330 on a monthly basis.

### MIXOLOGY EVENTS WITH GOURMÉTICA

Gourmética organized for us 2 mixology classes in which people learned to make a variety of drinks and learn more about the work of EDUCA in exchange for a donation.

### 25 YEARS

EDUCA celebrated 25 years of working for education. To celebrate, we published the book EDUCA: 25 años, 25 historias. This publication compiled 25 stories from teachers, students, schools and donors that have shaped the history of the foundation and inspire our work.

For the closing event of the Strengthening Day, we had a virtual cocktail party with the participation of former collaborators, beneficiaries, donors and the founders of EDUCA.

**Festeja a papá con una clase de mixología con causa en favor de EDUCA**

Viernes 19 de Junio  
20:00 a 21:30 horas.

Donativo: A partir de \$400 pesos

Apoya la educación de niños y niñas de escasos recursos.

**EDUCA**  
25 ANIVERSARIO





# Volunteers

## SAP

In October, when SAP celebrates the Global Month of Service, its collaborators gathered to conduct a variety of virtual activities with girls and boys in EDUCA NETWORK to provide them with a time for distraction and recreation.

- A chess tournament where the company awarded a tablet and other technology accessories to the top three places.
- Workshop to learn what are the SDG and how to apply them at home and school.
- Marketing Workshop for students who were creating projects for the Save and Venture program.

## METLIFE FOUNDATION

240 MetLife volunteers gathered to install solar panels and school gardens at 2 schools in EDUCA NETWORK. The goal was to help them become sustainable and have better facilities for their girls and boys. These activities were funded by Fundación .

## MCM TELECOM

9 volunteers from the company joined to give workshops at the EDUCA Congress. The topics covered in these 6 workshops were Remote Team Leadership and Management, Financial Resilience, Home Office, Free Technology Tools for Team Communications, Active Breaks and Remote Education Security.

## DEMAR

Gave 1 workshop during the EDUCA Congress on the use of Zoom and how to store information in the cloud to help schools adapt to remote classes.





## Voluntary Work

### SEALAND

5 collaborators gave an online workshop for girls and boys on how to make pencil cases. This activity was basically recreational for students who experienced stress during the pandemic.

### PORTER NOVELLI

This year again, the Public Relations agency supported EDUCA with volunteer activities that helped us improve our communications and announcements.

### CHIESI

On September 24, Chiesi chose EDUCA to celebrate We ACT Day! At this event, the company celebrates its commitment to sustainability worldwide and the SDGs of Quality Education, Reduced Inequalities and Partnerships for the Goals. We carried out two virtual activities with students from the EDUCA NETWORK: Virtual workshop on social and financial education and entrepreneurship, and a video contest, where students presented their projects. Chiesi gave a donation to EDUCA and tablets for the winning children.

### EDUCA Save and Venture Fair

Diferentes empresas participaron como jurado de la Feria EDUCA, Ahorra y Emprende evaluando los proyectos que los estudiantes de la EDUCA NETWORK generaron durante el ciclo escolar o dando talleres durante un Bootcamp.

Ernest and Young  
Fideicomiso Por los Niños de México, Fondos en Santander  
Fundación Mapfre  
Fundación Espinosa Rugarcía (ESRU)  
Korn Ferry  
Qualitas  
Scotiabank  
Sealand

## In kind Donations

### Farmacia San Pablo

For 12 years, the company has been supporting EDUCA and the schools in its network with a monthly donation of medications and hygiene products. Due to the pandemic, this year it delivered more than 2 million face masks.

### Belcorp

152 girls from 5 schools of EDUCA NETWORK received a tablet to continue their remote learning.

### Italika

In order to raise funds for the programs and create an additional income for the schools in EDUCA NETWORK, Italika donated a motorcycle to launch a contest and sell tickets. This contest will be held in 2021.

### Google Ads Grant

EDUCA won a donation of ads on Google to promote its work, as well as to invite more people to join as donors. Ads are published in the Google search engine.





gracias





## Thanks to all the people who make monthly donations to educa!

A. Patricia  
Abel  
Abel David  
Abelardo  
Abraham  
Abril  
Achim Max  
Adan Rafael  
Adela Graciela  
Adelaida  
Adelina  
Adelina Del Carmen  
Adelita Deyanira  
Adolfo  
Adolfo Benjamín  
Adolfo Ramon  
Adrián  
Adriana  
Adriana Abigail  
Adriana Cecilia  
Adriana De La Paz  
Adriana Guadalupe  
Adriana Lorena  
Adriana María  
Adriana María Concepcion  
Adriana Rocío  
Adriane Del Carmen Ingrid  
Agustín  
Agustín Carlos  
Agustina Elisa  
Aida  
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Alajandro  
Alan Bernardo  
Alba  
Alba Marcela  
Albertina  
Alberto  
Alberto Javier

Alberto Jose  
Alberto Luis  
Alberto Simón  
Aldo  
Aldo Javier  
Aldo Jesus  
Aldo Mauricio  
Aldonza Mariana  
Aleida María  
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Alejandro Rafael  
Alejandro Sergio  
Alejandro Uriel  
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Alexis  
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Alfonso Emanuel  
Alfonso Genaro  
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Alfonso Rafael  
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Alfredo Enrique  
Alfredo Gerardo  
Alfredo Silverio

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Alicia Concepcion  
Alicia Gabriela  
Alicia Haydee  
Alicia Margarita  
Alida  
Aline  
Alisson Cristina  
Aljoseha José Luis  
Allan  
Alma  
Alma Delia  
Alma Elena  
Alma Gabriela  
Alma Jessica  
Alma Lidia  
Alma Ofelia  
Alma Patricia  
Alma Reyna  
Alma Rosa  
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Álvaro Dimitri  
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Amanda Del Rosario  
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Ana Alicia

Ana Aurelia  
Ana Belén  
Ana Bertha  
Ana Cecilia  
Ana Cecilia De Lourdes  
Ana Celia  
Ana Elena  
Ana Eleonora  
Ana Elisa Gabriela  
Ana Fernanda  
Ana Francisca  
Ana Gloria  
Ana Isabel  
Ana Jatziri  
Ana Karen  
Ana Karina  
Ana Laura  
Ana Leticia  
Ana Lilia  
Ana Liliana  
Ana Loizaga  
Ana Lorena  
Ana Lourdes  
Ana Lucía  
Ana Luisa  
Ana Marcela  
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Ana María Del Carmen  
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Ana María Lizeth  
Ana Marjorie  
Ana Monica  
Ana Paloma  
Ana Pamela  
Ana Paola  
Ana Patricia  
Ana Patricia Amelia

Ana Paula  
 Ana Paulina  
 Ana Rebeca  
 Ana Rosa  
 Ana Soledad  
 Ana Teresa  
 Ana Virginia  
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 Ana Karina  
 Andrea  
 Andrés  
 Andrés Fernando  
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 Annegret  
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 Arnoldo Rafael  
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 Aurea  
 Aurea María Del Carmen  
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 Bárbara Linda  
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 Beatriz Del Carmen  
 Beatriz Eugenia  
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 Beatriz Josefina  
 Beatriz Lorena  
 Beatriz P.  
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 Benilde Arcelia  
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 Benjamín  
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 Bertha Elena  
 Bertha Elizabeth  
 Bertha María  
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 Bianca  
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 Blanca Juana  
 Blanca Margarita  
 Blanca Olivia  
 Blanca Rubí  
 Braulia  
 Braulio

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 Brígida  
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 Caritas de Querétaro  
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 Carlos Gustavo  
 Carlos Hector  
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 Carmen María  
 Carmi Melisy  
 Carmina  
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 Carol Elizabeth  
 Carola  
 Carolina

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 Diana Guadalupe  
 Diana Laura  
 Diana Lorelei  
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 Diego Estanislao  
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 Dlg Agente de Seguros y de  
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 Emma Margarita  
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 Ever  
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 Fanny Karina  
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 Fausto Herminio  
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 Federico José  
 Federico Octavio  
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 Felipe Álvaro  
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 Felipe Fernando  
 Felipe Javier  
 Felisa

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 Gerardo Epigmenio  
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 Gilda Margarita  
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 Gloria Guadalupe  
 Gloria Liliana  
 Gloria Linette  
 Gloria Luz

Gloria Patricia  
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 Gonzalo David  
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 Graciela Josefina  
 Graciela María De Guadalupe  
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 Griselda  
 Griselda Patricia  
 Griselda Sabrina  
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 Guadalupe Adriana  
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 Guadalupe Elena  
 Guadalupe Mercedes  
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 Guadalupe Serafina  
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 Guillermina María Del Carmen  
 Guillermo  
 Guillermo Alberto  
 Guillermo Alejandro  
 Guillermo Alfonso  
 Guillermo Andrés  
 Guillermo José  
 Guillermo Martin  
 Guillermo Rafael  
 Guisela  
 Gustavo  
 Gustavo Antonio

Harmonia de Cristal S. C.  
 Harold  
 Harry  
 Hayda Irene  
 Hayde  
 Haydee  
 Héctor  
 Héctor Alejandro  
 Héctor Antonio  
 Héctor Antonio Leguz  
 Héctor Arturo  
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 Héctor F  
 Héctor Gabriel  
 Héctor Gonzalo  
 Héctor Horacio  
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 Héctor y Hucin  
 Heidi  
 Helene  
 Heliodoro  
 Helmut  
 Heriberto  
 Hermila  
 Herta  
 Héctor Juan  
 Hilda  
 Hilda Dolores  
 Hilda María  
 Himilce  
 Homero  
 Honorio Jesús  
 Horacio Alberto  
 Horacio Tomas  
 Hortensia  
 Hugo  
 Hugo Alberto  
 Hugo De Jesús  
 Hugo Enrique

Hugo Fernando  
 Hugo Francisco  
 Hugo Manuel  
 Hugo Patricio  
 Humberto  
 Humberto Luis  
 Humberto  
 Netzahualcoyotl  
 Ignacio  
 Ignacio Alfredo  
 Ignacio Francisco  
 Ignacio Javier I  
 Iker  
 Iker Ignacio  
 Ileana  
 Iliana  
 Iliana Gabriela  
 Iliana  
 Ilse Christel  
 Imelda  
 Inertrade Servicios, S.A. de C.V  
 Inés  
 Ingrid  
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