

A photograph of three children, two girls and one boy, standing outdoors and smiling. They are wearing yellow polo shirts with dark collars and cuffs. The child on the left is a girl with dark hair, the middle is a girl with dark hair, and the right is a boy with dark hair. They are all smiling warmly at the camera. The background is a blurred outdoor setting with trees and a building.

**OUR COMMITMENT
TO THE GIRLS AND
BOYS OF MEXICO**

Our vision

A world in which every girl, boy and adolescent has the right to survival, protection, development and participation.

Our Mission

Inspire progress in the way the world treats children and adolescents; in order to achieve an immediate and lasting change in their lives.

This document was prepared
by Save the Children in Mexico
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BABEL



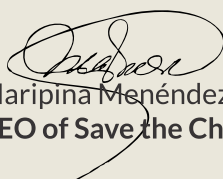
MESSAGE FROM OUR CEO

2022 was a year when numerous social, economic, political and climate crises continued and intensified, directly affecting the development, growth, protection and well-being of children.

In this context, **Save the Children** promoted key actions to transform the daily lives of children and adolescents and provide them with the promising present and future they deserve.

We are proud to say our actions had a major impact on almost 400,000 people, especially those in situations of vulnerability.

Our commitment is to continue ensuring that children and adolescents live in a more just and equal world that listens to their voices and addresses their demands.

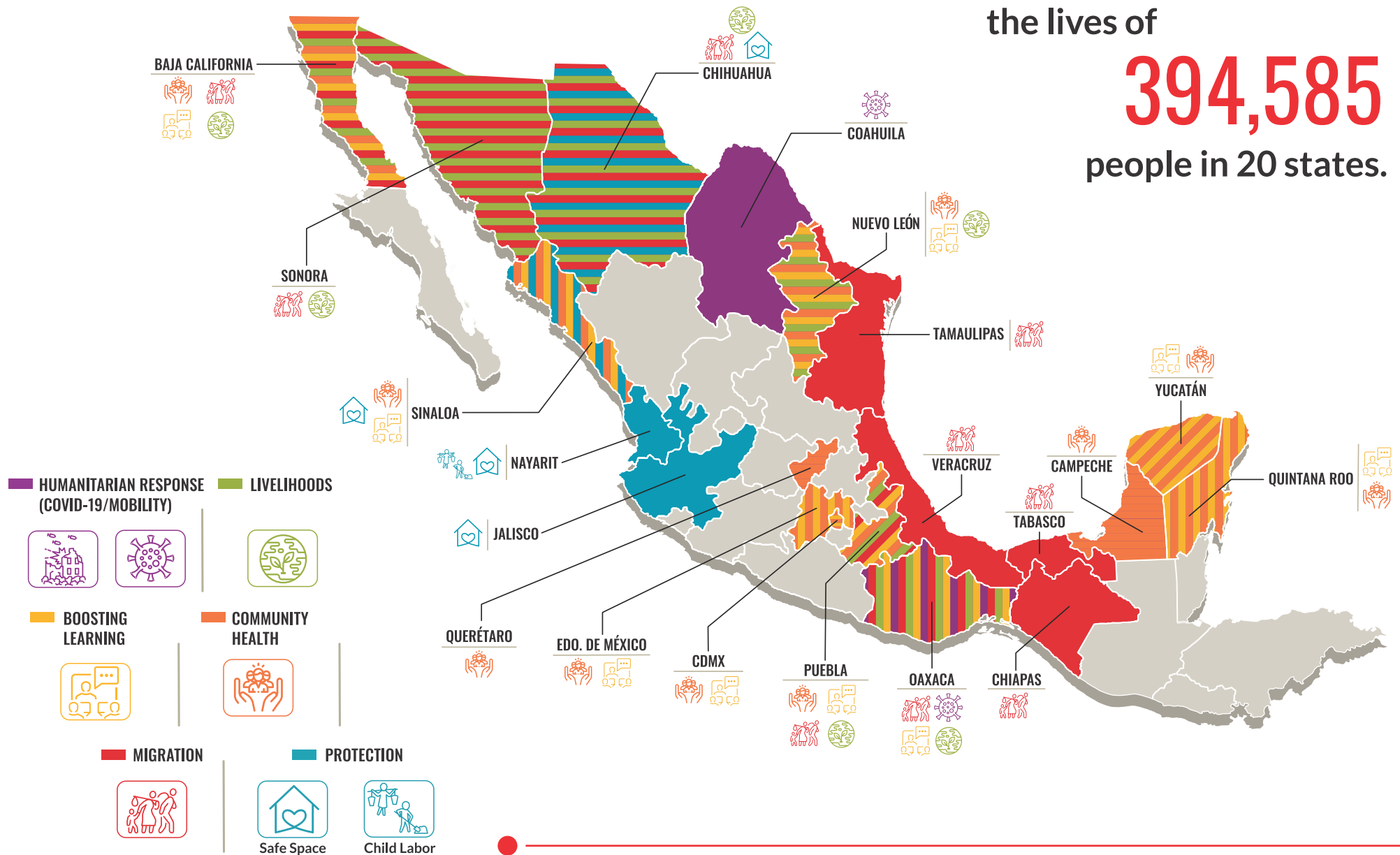

Maripina Menéndez
CEO of Save the Children in Mexico

**OUR COMMITMENT
TO THE GIRLS AND
BOYS OF MEXICO**

COVERAGE AND SCOPE

We positively impacted
the lives of

394,585
people in 20 states.



Laura is part of the girls and boys who attend the Centers Child Development Community, and she participates in the project "Words that emerge".



ACHIEVEMENTS FOR CHILDREN IN MEXICO

WE IMPLEMENT STRATEGIES SO THAT THE CHILDREN, FROM THEIR FIRST YEARS OF LIFE, HAVE ACCESS TO QUALITY EDUCATION IN SAFE SPACES AND OF PROTECTION.

1 BOOSTING LEARNING



To ensure that children, from the earliest age, enjoy access to quality education in safe and protective spaces. We implemented the “1, 2, 3 ¡Por el Aprendizaje! (1,2,3 for Learning!)” programme to provide tools for 2,300 female educators to promote nurturing parenting and create safe spaces for children to learn and develop through play. Our workshop was validated by the Nuevo León education authorities in the Teachers' Career System Unit (USICAMM).

We contributed to building safe spaces for learning. We equipped 100 schools with air filters and CO2 meters to improve air quality and reduce the risk of respiratory diseases.

We improved the infrastructure of Community Child Development Centres (CCDI). We painted school spaces and supported them with financial transfers so the schools themselves could manage their improvements.

Rehabilitating and equipping community and educational spaces in Yucatán. We improved the infrastructure of Community Child Development Centers (CCDI) and rehabilitated and equipped community and educational spaces in Yucatán. We also installed and equipped 6 digital communities, spaces where people have access to information and communication technologies.



We encouraged spaces that promote digital inclusion by introducing Digital Communities. We installed and equipped 6 digital communities, spaces where people enjoy access to information and communication technologies, thereby helping to reduce the digital divide. We promote the improvement of literacy skills in girls and boys by training teachers with the Emergent Literacy and Math (ELM) methodology, an approach that seeks to provide tools and materials that allow the acquisition and development of literacy and math skills from the first years of life.

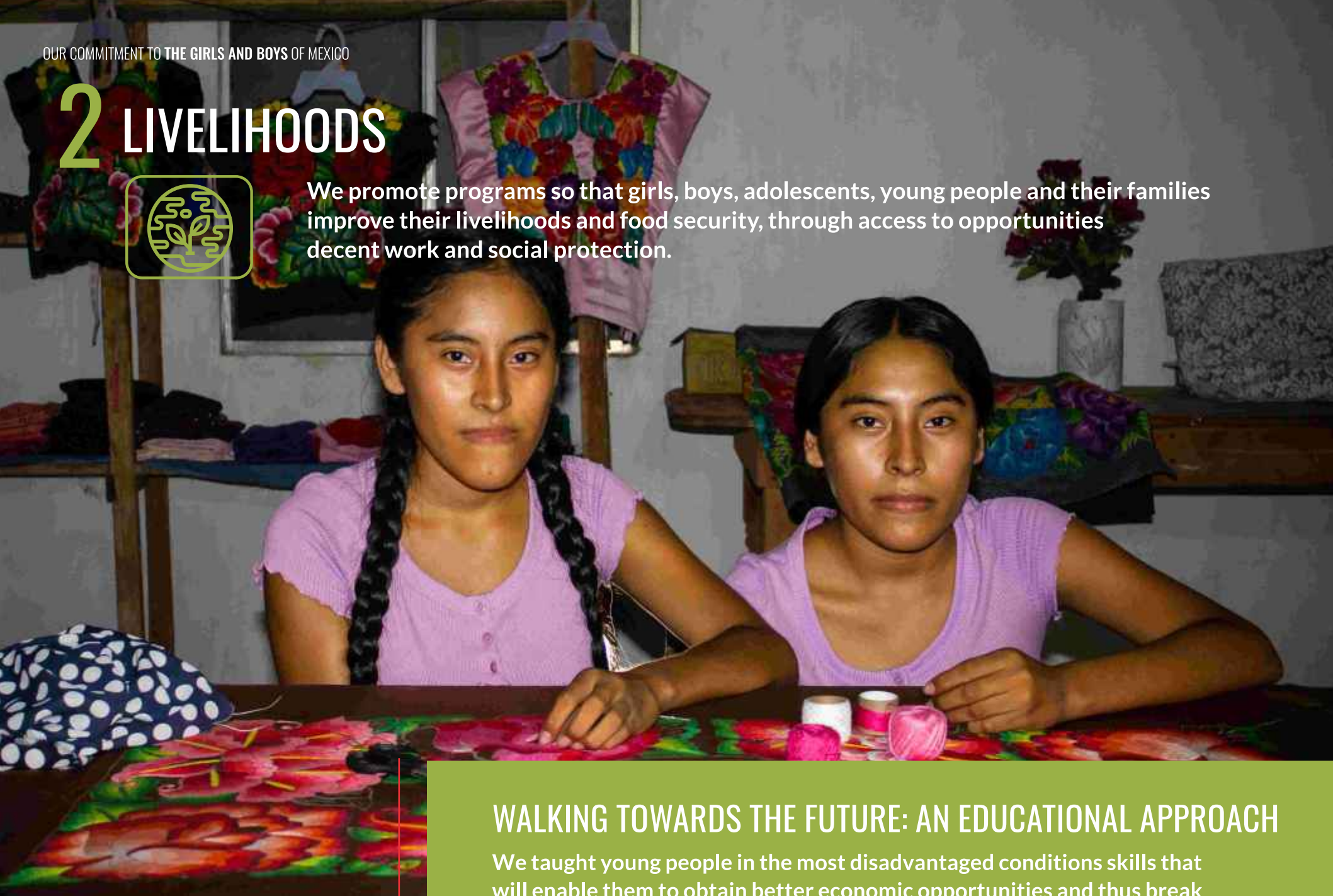
ADVOCACY

We managed to maintain extended school days and school food services through joint efforts with other Civil Society Organisations.

2 LIVELIHOODS



We promote programs so that girls, boys, adolescents, young people and their families improve their livelihoods and food security, through access to opportunities decent work and social protection.



WALKING TOWARDS THE FUTURE: AN EDUCATIONAL APPROACH

We taught young people in the most disadvantaged conditions skills that will enable them to obtain better economic opportunities and thus break the cycle of intergenerational poverty. We created a job interview simulator video game.



THE POWER IN ME

We improved livelihood opportunities for young people with a special focus on female entrepreneurs, thereby helping to reduce the intergenerational cycle of poverty for them and their families. We implemented instruments from the International Social and Emotional Learning Assessment (ISELA) for monitoring and tracking development of the socio-emotional skills of secondary school students.

LIFE SKILLS AND EMPLOYABILITY FOR YOUTH IN MOBILITY

We continued to implement actions focused on providing life and employability skills for young migrants, enabling them to increase their chances of accessing decent livelihoods in Mexico or in the final country of destination.

We organised workshops so companies would receive information about inclusive recruitment processes and understand the importance of hiring a mobile population. In addition, we created a job bank for young migrants to find more opportunities for decent work, internships, volunteer work and technical training.



3 MIGRATION



We promoted safe spaces that guarantee comprehensive protection, ongoing education and the development and strengthening of livelihoods to generate changes in the lives of children, adolescents and their families in contexts of human mobility.



We created 48 Friendly Spaces in 9 Mexican states.



In each of the Espacios Amigables (Friendly Spaces) we organised workshops focused on **psychosocial accompaniment using the Healing and Education Through the Arts (HEART) and Boxes of Wonder (BoW)** methodologies, which allowed participants to identify, express and manage their emotions and creativity through the arts.

We provided Emergency Education workshops.

In order to promote the development of skills, we provided reading and writing, mathematics, vocabulary, language and communication workshops, as well as environmental sustainability and

parenting with tenderness using the Crianza con Ternura-Parenting on the Move and Learning and Well-Being in Emergencies (LWIE) methodologies.

Raising awareness on gender issues and prevention of gender-based violence Using the Girl Shine (GS) and Choices methodologies, we supported, protected and empowered adolescents in humanitarian contexts.



Ensuring access to health care services
In alliance with partners, we built and set up a medical clinic to provide first-level care to migrants at two shelters in the city of Tijuana.

We gave talks on non-discrimination and xenophobia.
With the goal of promoting the rights of migrants and fostering school inclusion of children and adolescents in contexts of human mobility.

ADVOCACY

We worked with government institutions and civil society organisations that support migrant, refugee and asylum-seeking children and adolescents, so that they would be cared for using a gender perspective and with full respect for their human rights, bearing in mind their situation of vulnerability and social disadvantage.

We advocated for the Chamber of Deputies to increase the public budget for the protection and integration of migrant children and adolescents.

4 PROTECTION



We encourage girls and boys to have access to spaces of protection, in which their participation and gender equality are promoted.



We create safe spaces.

To ensure that children and adolescents have safe spaces where they can express themselves and release their emotions, we introduced friendly spaces, technology learning corners, educational play centres and community kitchens.

Community kitchens.

We provided food - such as breakfasts, meals and snacks - to benefit the children of farm labourers while at the same time taking steps to ensure that children enjoy access to the education system, birth certificates and access to health services.





Educational Play Centres.

We promoted the integral development of children living in highly vulnerable contexts in marginalised areas in Quintana Roo, **facilitating the development of skills and attitudes that allow them to distance themselves emotionally from the violence that surrounds them and grow in harmony as individuals, in their families and in their communities.**

ADVOCACY

We took action to eradicate child and forced marriages and unions. We raised our voices and demanded that the Mexican government take action to address child marriage. As a result, the "Working Group to Address Child Marriage and Early Forced and Unforced Marriage of Girls, Boys and Adolescents" was created within the framework of the Executive Secretariat of the National System for the Protection of Children and Adolescents (SIPINNA); its objective is to generate a plan of action to address this problem. We collaborated with state governments to prevent and address child labour. And we continued to push for all states in the country to ban corporal and humiliating punishment as a method of child rearing.



5 COMMUNITY HEALTH



We work so that girls, boys, adolescents and their families will have tools to the care of your health.

We promoted health using a participatory and community-based approach, partnering with key public sector actors to enable people to make informed decisions about their health care.

Developing partnerships with Campeche and Yucatán. We signed agreements with the Ministries of Education in these two states so more children could benefit from our Community Health programmes and, at the same time, facilitate the sustainability of our actions.

We implemented school campaigns to spread the importance of vaccination, as well as digestive health care and hygiene practices and we strengthened the capacities of primary school teachers on healthy lifestyles, with an emphasis on nutrition and physical activity.

We conducted workshops with teachers on grief and loss, as well as **socio-emotional skills workshops for children to develop self-awareness, self-regulation, conflict resolution and positive communication, while strengthening their resilience.**

We provided knowledge concerning water, hygiene and sanitation (WASH) and menstrual health and hygiene (MHH). We encouraged the formation of community health clubs to promote healthy lifestyles in communities using a rights-based, inclusive and gender perspective.

We linked families to community health services We identified children in need of medical attention and referred them for medical consultations.

ADVOCACY

We promoted improvements to the implementation of public vaccination policy, as well as the allocation of a sufficient and efficient budget for its operation to help improve coverage, prevent outbreaks of disease and promote the healthy growth and development of children and adolescents. We strengthened the role of the educational community as promoters of vaccination.



6 HUMANITARIAN RESPONSE



TAPANATEPEC, OAXACA

In October 2022, there was a migration crisis in San Pedro, Tapanatepec, Oaxaca, with estimates that the town of 8,000 local inhabitants had received approximately 15,000 families on the move (TN: Does this number refer to people, as does the second when referring to children and adolescents, or is it in fact 15,000 families?), of which 5,000 were children and adolescents.

- We set up a Friendly Space to provide psycho-emotional support, referrals to organisations and information on asylum for children.
- We delivered 950 protection kits, 340 food packages, 70 family shelter kits and 455 hygiene kits to families. These packages included everyday products to benefit personal hygiene as well as food.



CONFLICT IN UKRAINE

The war in Ukraine caused 1,000 girls and boys to be injured or even killed. In this sense, we promote our efforts at the international level to create spaces for girls and boys to continue their education; we provided cash transfers so that families could cover their basic needs and we supported case management services and asylum applications. **We benefited 228,300 girls and 208,200 boys.**



THANKS TO GRUPO BIMBO
WE WERE ABLE TO EXPAND
OUR RESPONSE

LEADING ROLE OF CHILDREN

TO ENCOURAGE **THE PARTICIPATION OF CHILDREN AND ADOLESCENTS** IN ALL MATTERS THAT CONCERN THEM DIRECTLY OR INDIRECTLY.



OUR ACTIONS

We encourage and open spaces for participation **To help children and adolescents become advocates of their own rights and take a stand when facing the adult world**, we encourage their participation in relevant public and political forums.

We are involved at the international level. Together with other organisations, we accompanied 10 children and adolescents in Mexico to form the **Committee for Your Rights**. They produced the **Alternative Report**, a document in which they expressed how they live and perceive the fulfilment of their rights. Their opinions will be taken to the Committee on the Rights of the Child (CRC) of the United Nations (UN).

SOCIAL COMPLIANCE

We created a Comprehensive Child Labour Intervention Model. We encouraged companies to comply with their legal and contractual obligations related to the minimum working age of workers involved in their operations and supply chains.

We verified compliance with human rights in the workplace
We generated key indicators to ensure compliance with labour rights in the agricultural sector based on national legislation. We also raised awareness and disseminated information to stakeholders to improve working conditions and prevent situations of risk.

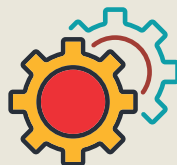
We promoted remediation action for child labour cases.
We encouraged companies and their suppliers to comply with the remediation requirements of the Code of Conduct in national legislation and to take steps to ensure that no person under 18 years of age is engaged in work activities not permitted by law.

We promote initiatives such as Senderos y Sustentar supported by the United States Department of Labor and the reduction of child labor in the textile industry. In addition, we maintained an alternative system of care and attention for the daughters and sons of migrant workers in Nayarit.



WE GROW STRONGER AS AN ORGANISATION

We implemented a Quality Management System. We ensured that all institutional actions focused on achieving high quality and including ongoing actions for improvement and innovation to ensure greater impact.



We gave a course on Professionalisation and Innovation to our employees. We implemented an initiative with the objective of ensuring that everyone working at Save the Children Mexico has the conceptual foundations necessary to generate cultural change and awareness and promote the defence of children's rights.



We generated an Institutional Information System. This focuses on the transparency of resources and impacts focused on children, as well as generating evidence-based actions. We developed a system to integrate and consult the store of actions, learning and achievements and with this we have been able to facilitate access to information, decision-making and transparency.



We created a Monitoring and Evaluation System based on participation and impact. We standardised our monitoring and evaluation tools in order to analyse the impact of our interventions and improve our decision-making.



PREVENTION AND ERADICATION OF CHILD LABOR

We improved the management and capacity of companies in Mexico and Latin America to ensure compliance with children's rights, as well as human rights in the workplace through:

- Risk assessment.
- Review and development of policies and procedures.
- Creation of strategies, programmes and immediate actions.
- Management of remediation of child labour cases and implementation of programmes.
- Social audit training
- Training through learning circles on rights and due diligence.

We have worked with 8 companies in Baja California Sur, Baja California, Mexico City, Jalisco, Quintana Roo, Sinaloa and Sonora.



CAMPAIGNS 2022

WE PROMOTED CAMPAIGNS TO **GENERATE PERMANENT AND LASTING CHANGES TO BENEFIT THE RIGHTS OF GIRLS, BOYS AND ADOLESCENTS.**

Child Marriage. We demanded concrete action from decision-makers to end child marriages.



Vaccination. We made visible the importance of vaccination in the first years of life and demanded the authorities take measures to reverse delays to the Universal Vaccination Programme that have affected thousands of children in Mexico.



Nurturing with Tenderness. We shared information with mothers, fathers and caregivers focused on implementing respectful parenting methods for their children.



Work-Free Childhood. We worked with the three levels of government and the private sector to prevent, detect and remediate child labour in its worst forms. In addition, we organised for the exhibition "Childhood Free from Work" to physically visit Tlaxcala, Querétaro, Jalisco and Michoacán.



Being a Girl. We promoted the empowerment of girls and adolescents in Mexico while showing the obstacles that affect them on a daily basis, such as gender stereotypes and child unions.



Migration. We make visible the constant struggles faced by children and adolescents in conditions of human mobility, promoting their health, protection, education and participation. We produced our first documentary "Tan Cerca y Tan Lejos" (So Close and Yet So Far), which was selected for 6 film festivals in Mexico and Europe.



Agricultural labourers. We launched a campaign focused on supporting agricultural labourer families who come to the state of Sinaloa from October to May to harvest crops. We sought to raise awareness about the plight of these families and raise funds to implement actions that would have a positive impact on their lives.



Humanitarian Emergencies

We made the impact of the armed conflict in Ukraine on the lives of Ukrainian children visible. We were able to provide support to set up safe spaces, cover their basic needs and provide psychological assistance for them and their families.



Donating is now an Investment. We launched two fundraising campaigns in the web 3.0 world to continue raising funds for our programmes. For one campaign we offered tokens and for the other we launched an NFT collection.

Challenge for Children. For the Christmas season we developed a videogame, in mobile and web versions, that invited people to relive their childhood. While playing the game, you experience the different challenges faced by children in Mexico while learning about the actions Save the Children is taking to deal with these issues.

Generation Hope. We launched a campaign to boost the voices of children and raise their demands in the fight against climate change.



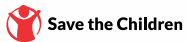
We also have the support of **125,000 people** who have signed one of our children's rights petitions, subscribed to our newsletter or downloaded some of our content.

PARTNERSHIPS FOR CHILDREN

STRATEGIC ALLIES

Strategic allies are companies that make long-term investments and offer their experience to design high-impact programmes that generate positive changes in the present and future of children and adolescents. The projects generated address the most urgent demands and promote legislative and public policy changes.

This year, with the support of Banorte Foundation, we managed to operate 7 digital spaces for 18 months, which allowed communities to access technology and receive digital immersion courses.



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The LEGO Foundation



CORPORATE ALLIANCES*

We achieved synergies with companies committed to children, which invested in our programmes through their social responsibility actions.



INSTITUTIONAL PARTNERS

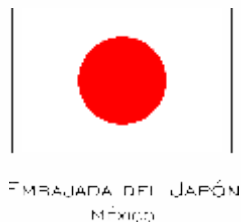
We design and implement projects to address the needs of children and adolescents in the areas of food security, health and nutrition, and also protection. This work has been coordinated with our sister partners in the Save the Children movement in Spain, the United States and Panama.



*Only the names of the allies that have donated more than one hundred thousand Mexican pesos are included. The logos appear in alphabetical order.

HUMANITARIAN PARTNERS

We support various social and humanitarian crises through the mobilisation of our partners in different institutional, multilateral and corporate contexts.



START FUND
START NETWORK



PARTNER AGENCIES AND MEDIA



Responsabilidad Social y Sustentabilidad



CORPORATIVE VOLUNTEERING

For Save the Children, it is of great value to strengthen synergies with our allies and various actors. Volunteering is a friendly, successful and highly results-oriented way in the community that participates in our programs, as well as within companies and among their collaborators.

In 2022 we managed to add actions with 12 companies and more than 560 volunteers who donated their time and commitment developing various activities in CDMX, the State of Mexico and other states of the country.



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MAJOR DONORS



With the support of our major donors, we built and fitted out a medical clinic at the Little Haiti shelter in Tijuana; we also set up a playground at the Madre Assunta shelter, rehabilitated and equipped three community libraries in Yucatán and provided support for two humanitarian emergencies: the conflict in Ukraine and the migration crisis in San Pedro Tapanatepec.

INDIVIDUAL DONORS

We have been able to count on the support of almost 30,000 recurring donors and 5,000 one-time donors. With their support, we have been able to fund the different programmes of action for children, from Aliados por la Educación in Yucatán, to the programme of support for agricultural labourer families in Sinaloa, to the emerging needs of our Humanitarian response.



EVENTS FOR CHILDREN



DINNERS FOR CHILDREN

With the support of our ambassador, chef Eduardo García, we invited restaurants and chefs to organise four dinners to benefit children in Mexico.



Over 170 people gathered to learn about our programmes from Baja California to the Yucatán peninsula.

Special thanks go to the restaurants Villa Toré and IXI'IM of Chablé Resorts; as well as the chefs Eduardo García, Alfredo Villanueva, Jorge Vallejo, Luis Ronzón, Luis Quiroz, Luis Robledo, Estrella Jafif, Salvador Orozco, Lucho Martínez and Sofía Cortina, for offering their talent. We would also like to acknowledge Javier Romero, Sofía Valenzuela and Nicole Beteta for their great support.

RESTAURANTS BY SAVE THE CHILDREN

We were able to bring together 81 restaurants and 350 guests in Mexico, Spain and the United States at our dinners for the benefit of children.

We are especially grateful for the enthusiastic support of Georgina Ferrer and Alejandro Saldívar.



DINNER IN RED

We held a gastronomic experience at the Museo del Papalote to thank our Strategic Corporate Partners and raise funds for children.

WE BROUGHT TOGETHER 450 PEOPLE!

We thank all partners, sponsors and especially the chefs Eduardo García, Enrique Olvera, Jair Téllez, Elena Reygadas and Gabriela Cámara for their enthusiasm. We also acknowledge the support of Ana Sepúlveda, president of our board of trustees.



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ALLIES IN EVENTS



ART AUCTION



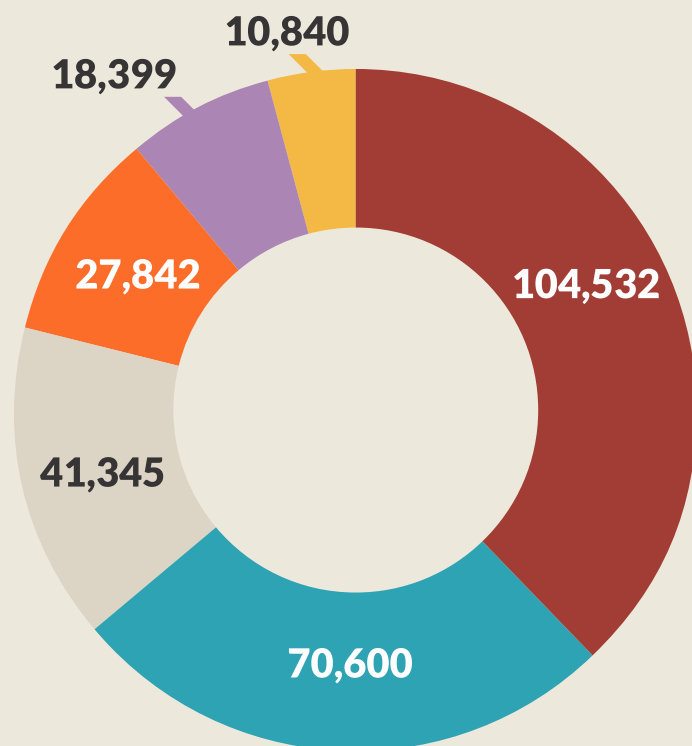
RESTAURANTS FOR CHILDREN



TRANSPARENCY AND ACCOUNTABILITY

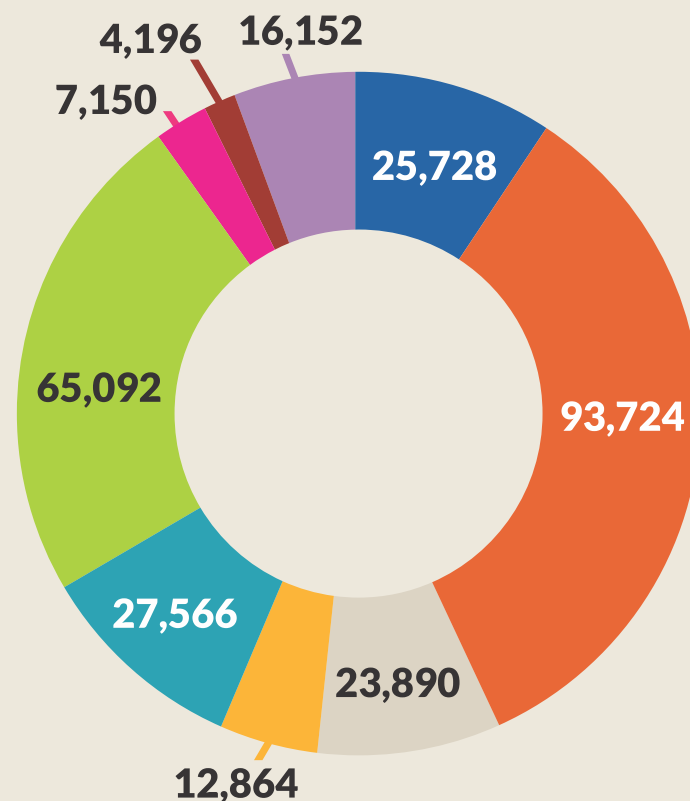
Figures in thousands of pesos

INCOME 273,560



- Physical persons
- National companies
- SC Members
- Other International
- Foundations
- Government

INVESTMENT 276,365



- Health and Nutrition
- Education
- Protection
- Poverty
- Humanitarian Response
- Proxy of Funds
- Incidence
- Communication and Campaigns
- Administration

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FOR CHILDREN IN MEXICO!**

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