## **ANNUAL REPORT 2022**





## 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

® Save the Children

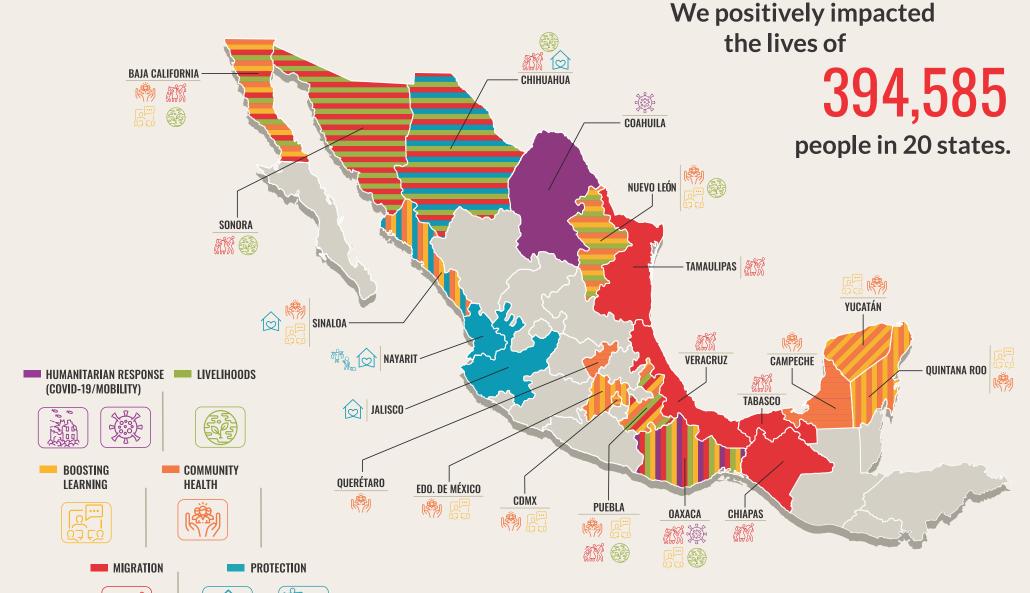
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Coverage and Scope	:
Message from our CEO	,
Achievements for children in Mexico	ļ
1. Boosting learning	(
2. Livelihoods	14
3. Migration	2
4. Protection	28
5. Community health	3
6. Humanitarian response	3
Leading Role of Children	40
Social Compliance	4:
Strengthening ourselves as an organisation	4
Campaigns 2022	40
The Centre	50
Digital Outreach and Media	5
Partnerships for children	5
Events for children	50
Dinner in Red	58
Corporative Volunteering	60
Transparency and accountability	6
Our strategy 2022-2024	6:

## **COVERAGE AND SCOPE**



## 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 wellbeing 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.

Every one of our actions sought to induce cultural change with the active involvement of teachers, parents and caregivers. We also continued to raise our voices to demand governments design public policies that benefit children and allocate adequate budgets to effectively meet their demands.

We also engaged strategic partners who have helped bring about the changes children need.

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



It's true that 2022 was not an easy year, but it was a satisfying one. Of course, recognition is also due to everyone who has supported our mission and worked to make it a reality. My infinite gratitude goes to the advisors, supporters, donors and volunteers who have been part of Save the Children.

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.

CEO of Save the Children in Mexico

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

2 SAVE THE CHILDREN IN MEXICO ANNUAL REPORT 2022 3

# WE REACHED MANY CHILDREN AND ADOLESCENTS IN 2022

This Annual Report focuses on the key results achieved in 2022. The actions are divided according to our strategic programmes: Boosting Learning, Livelihoods, Migration, Protection, Community Health, Humanitarian Response, Child Participation and Social Compliance.

We want readers to know that together we can improve the lives of children in Mexico. 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

## BOOSTING **LEARNING**



The quality of education in Mexico is insufficient and unequal. School dropout levels and educational backwardness increased in the wake of the pandemic and the problem was exacerbated by economic inequality and the difficulty faced by many children to continue their online classes. This panorama is worrying as many have failed to acquire the necessary competencies and skills expected in their development.

## BOOSTING **LEARNING**



**WE REACHED 112,176 PEOPLE:** 

71,424 children and adolescents and 40,752 adults.

#### **OBJECTIVE**

To ensure that children, from the earliest age, enjoy access to quality education in safe and protective spaces.

#### **IMPLEMENTED IN**

Nuevo León
Sinaloa
Tijuana
Oaxaca
Estado de México
Baja California
Coahuila
Puebla
Yucatán

Mexico City



## OUR **ACTIONS**

## 1, 2, 3 FOR LEARNING!

We implemented the "1, 2, 3 ¡Por el Aprendizaje! (1,2,3 for Learning!)" programme to provide tools for 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 worked with

## 2,300 female educators.

- 6 out of every 10 trained teachers increased their knowledge and skills in learning through play and nurturing; play is now a pillar of their teaching processes.
- We established important collaboration agreements with the states of Nuevo León and Yucatán.

## **TEACHER TRAINING**

We promoted the improvement of literacy and maths skills in children through training in Emergent Literacy and Math, and Literacy Boost for teachers.

We reached 123 teachers.



## SAFE SPACES FOR LEARNING

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.

28,016 children and adolescents returned safely to school.

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.

We benefitted

5,500 children from 16 CCDI.



**Rehabilitating and equipping** community and educational spaces in Yucatán.

We recovered three community libraries and 15 toilets in primary schools and equipped two health clinics.



## DIGITAL COMMUNITIES

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!

A total of 622 people particina

622 people participated.

8 SAVE THE CHILDREN IN MEXICO ANNUAL REPORT 2022 9







We initiated actions in our Save the Children Learning Centre.

We commenced operation of our distance learning training for children, adolescents, young people, teachers and civil servants.

We designed and implemented:

 Six courses for teachers to strengthen the following: socioemotional education, healthy eating and physical activity, digestive health and hygiene practices, education concerning puberty, literacy and emergent mathematics. - Two courses for high school students to strengthen soft skills for employability and financial literacy.

11,000 people with these courses.

- One course on science and technology for children in contexts of human mobility.
- One course for civil servants on fundamentals and techniques for the protection of the rights of children and adolescents in contexts of human mobility.

## **TESTIMONY**

Abigal Rodríguez Pérez (10 years old, Col. Solidaridad, Oaxaca).

In the workshops I have learned to improve my handwriting and do origami. I really like the activities we do because I have learned to work as part of a team, to be patient and I have also made many new friends 17.



## **ADVOCACY**

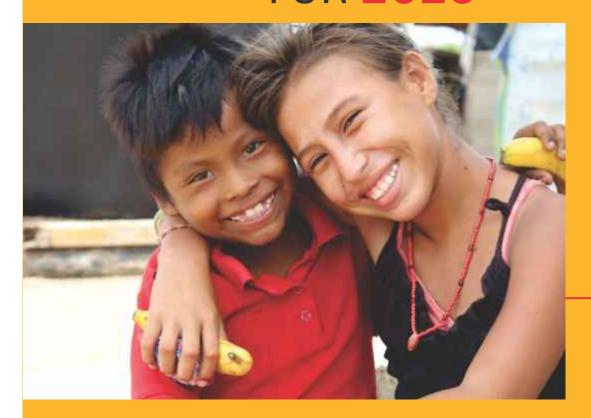
WE MANAGED TO MAINTAIN EXTENDED SCHOOL DAYS AND SCHOOL FOOD SERVICES THROUGH JOINT EFFORTS WITH OTHER CIVIL SOCIETY ORGANISATIONS.

Faced with the disappearance of the Full-Time Schools programme, we took action to influence government decisions in order to maintain extended school days and food services in schools.

 We conducted analyses and presented evidence on the risks of programme elimination for 3.2 million children and proposed actions to maintain and strengthen programme services.

We established dialogues with decision-makers, participated in forums in the Chamber of Deputies, promoted alliances with other Civil Society Organisations, maintained a strong media positioning, engaged in digital activism and collected signatures from the public; with this, we managed to maintain full-time school services as part of the *La Escuela es Nuestra* (School is Ours) programme.

# WHAT WE WANT FOR 2023





We will continue to raise our voices and promote direct action so the most vulnerable and marginalised children have access to quality education using playful and inclusive learning in dignified spaces.

12 SAVE THE CHILDREN IN MEXICO

ANNUAL REPORT 2022 1





Young people are three times more likely than adults to be unemployed<sup>1</sup>. Young people face multiple challenges and inequalities that limit the full exercising of their rights. The transition to the labour market is one of these major challenges faced by this population worldwide since jobs often require experience and structural barriers hinder their incorporation into the labour market.

#### **OBJECTIVE**

To enable children, adolescents, youth and their families to improve their livelihoods and food security through access to decent work opportunities and social protection.

#### **IMPLEMENTED IN**

1. INEGI, Population and Housing Census 2020.

 Chihuahua Nuevo León Sonora Baja Puebla California Oaxaca

WE REACHED 9,451 PEOPLE: 4,300 adolescents and young people and 5,151 adults.

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## OUR **ACTIONS**

## 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 trained

## 10,061 young people.

• 49% of the students showed an improvement in their life skills and 13% showed a significant improvement.

#### We provided courses in soft and financial skills.

We strengthened the personal and professional profile of young people by means of courses to help them develop life plans and set achievable short, medium and long-term goals based on responsible management of their resources.

- 60 young women were mentored to promote scientificmathematical thinking and skills in technology and engineering in partnership with the organisation "Mujeres líderes en STEAM (Women Leaders in STEM)".
- 872 young people participated in a job fair.

## **EMPLOYABILITY**

We created a job interview simulator video game.

 We developed a job interview simulator video game with the questions most frequently asked by employers during job interviews in help facilitate young people's connection with the work environment.

## 768 of the young people

who received training also participated in employer outreach activities.

We began indirect implementation in partnership with the Comprehensive Training Centre (CCAI) and the Makerspace Community Centres, whose staff were trained in life and employability skills through online sessions.

## We impacted 253 young people.

Thanks to these interventions, 30% of young participants in our programmes in Puebla and 16.6% in Nuevo León have found formal employment and more than 80% remain in school and consider continuing their studies in the coming months.



## THE POWER IN ME: A COMMUNITY APPROACH

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 contributed to the consolidation of collaborative work with female Totopo producers in three communities of the Istmo de Tehuantepec, Oaxaca, to create or improve business plans.
- We trained 565 indigenous women entrepreneurs concerning life skills, entrepreneurship, financial literacy and business plans.

 We consolidated alliances with experts in the creation of business plans with a gender perspective and for populations exposed to situations of vulnerability. We also worked with local actors to provide technical training and mentoring to strengthen the profiles of women and their business plans.

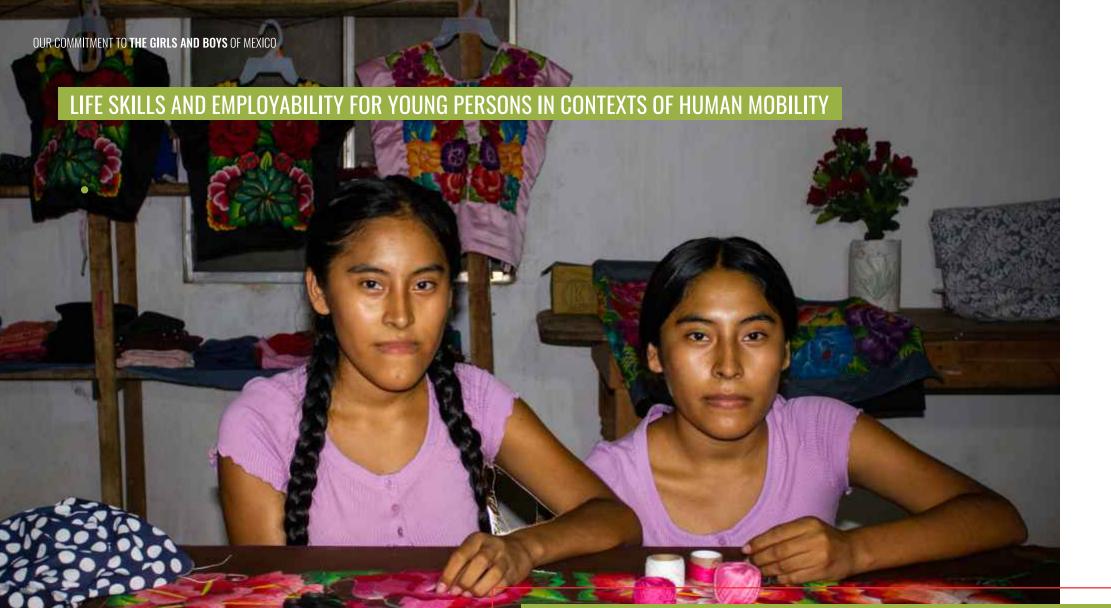
- We managed collection points in conjunction with local authorities that will allow female entrepreneurs to store raw materials and guarantee access to them.
- We designed instruments, materials and processes for the delivery, monitoring and evaluation of the use of seed capital.

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.

We impacted

430 young secondary school students.







#### We provide life-skills training.

We developed and implemented financial education and employability courses as well as workshops for physiotherapy, English, photography, game programming, public speaking, and garment making, among others.

- We reached 1,205 young migrants and 457 people in other age groups.
- 86% can identify the steps they need to take to apply for a job, 85% consider they have improved their skills to successfully face a job interview, 79% identify that saving will influence their financial habits, 74% increased their knowledge of how to budget.

#### We established high impact partnerships.

In order to improve the conditions of young people in contexts of human mobility and to guarantee access to their rights, we formed partnerships with government agencies and civil society organisations to implement the project's actions.

#### We raised awareness among companies.

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.



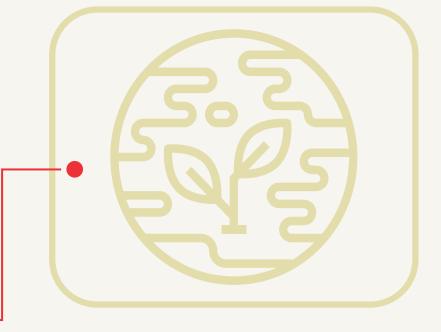
We continued to implement actions focused on providing life and employability skills for young migrants, enabling them to increase their chances of accessing decent livelihoods in Mexico or in the final country of destination.

## **TESTIMONY**

Dafne Calixto
Participant in the Successful Transitions
programme.
(17 years old, Tecomatlán, Puebla).

**Employability** training gave me the tools to develop myself socially and professionally. I really liked the exercises we did because they gave us the opportunity to practice what we learnt. I am very happy to learn about these topics now that I am about to turn 18 ...

# WHAT **WE WANT** FOR **2023**



To strengthen partnerships with other states in Mexico to implement more courses on employability and life skills, socio-emotional skills, and financial education that benefit adolescents and young people.

## 3 MIGRATION



In 2022, there were significant increases in irregular movements of children from Colombia, Cuba, Venezuela and Nicaragua. In addition, hostile policies were created to deny asylum protection in the US, exposing people to continued violence and increased vulnerability due to their irregular status.

WE REACHED 51,445 PEOPLE: 31,630 children and adolescents and 19,815 adults.



#### **OBJECTIVE**

To promote 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.

#### **IMPLEMENTED IN**

36 shelters and 9 community spaces in:



## OUR **ACTIONS**

### CHILDREN AND ADOLESCENTS IN MOBILITY

We improved the living conditions of children and adolescents in contexts of human mobility, providing them with the tools to achieve their goals and dreams.

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 impacted

7,699 children and adolescents and 796 adults.



#### 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.

## We managed cases of protection of persons in contexts of human mobility.

We contributed to the restitution of the rights of children and adolescents who are migrating and also to their protection.

• We managed 1,595 protection cases for children, adolescents and adults in a situation of human mobility.

## 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.

#### We impacted

572 children, adolescents and adults.

22 SAVE THE CHILDREN IN MEXICO

ANNUAL REPORT 2022 23





#### We organised life skills workshops.

These are designed to promote the development of skills, competencies, behaviours, attitudes and personal qualities that will enable young people to function effectively in their environment, acquire critical awareness and achieve their goals.

We impacted

1,247 adolescents and adults.

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 impacted

1,000 people received medical care.

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.

 Thanks to our efforts, 605 children and adolescents enrolled in school; 72 people obtained their primary and secondary school certificates and 55 obtained their revalidation of studies to continue studying in Mexico.

## TESTIMONY

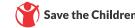
Melani

(10 years old, Chilpancingo, Michoacán).

One day my mother told me that we were going to have to leave our house because of the increasing lack of security. I've been living in the shelter for about two months now. I have felt sad because I miss my grandmother and my whole family very much. But at Save the Children's Friendly Space I have been able to distract myself and learn. I've even learned how to take care of the planet and how to recycle.



24 SAVE THE CHILDREN IN MEXICO ANNUAL REPORT 2022 25



## **ADVOCACY**

WE CONTRIBUTED TO THE IMPROVEMENT OF CONDITIONS OF ATTENTION, CARE AND PROTECTION FOR MIGRANT CHILDREN AND ADOLESCENTS.

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 provided training to ensure more sensitive interventions by public officials and organisations aimed at protecting the rights of children and adolescents in contexts of human mobility.
- We impacted 1,200 civil servants and representatives of civil society.
- We advocated for the Chamber of Deputies to increase the public budget for the protection and integration of migrant children and adolescents.
- We supported and offered advice to governments and civil society organisations in Baja California, Chihuahua, Tamaulipas and Oaxaca states forming part of the migration route to visibilise and guarantee that migrant children enjoy access to universal vaccination and healthy development.
- We encouraged the participation of more than 130 migrant children and adolescents, who presented proposals and suggestions focused on improving the attention of government institutions in accordance with the Comprehensive Protection Route for Children and Adolescents in Migration Situations.



# WHAT **WE WANT** FOR **2023**

To strengthen our care strategy to ensure that more children and adolescents in contexts of human mobility have guaranteed access to their rights.

To continue strengthening the knowledge and capacities of government and civil society institutions, adapting the contents to the new challenges brought by migration policies.

To continue our advocacy for a sufficient and adequate public budget for the comprehensive protection of children in contexts of human mobility.



To accompany border states in the building of their strategies for the protection of children in situations of migration.

## 4 PROTECTION



Many children and adolescents experience a systematic violation of their right to protection, especially when they live in conditions of poverty. In some cases, they have to abandon their education or work and may even fall victim to human trafficking or sexual exploitation networks.

#### **OBJECTIVE**

To encourage girls and boys to have access to protective spaces that promote their participation and gender equality.

#### **IMPLEMENTED IN**

Sinaloa



• Quintana Roo



## **OUR ACTIONS**

## **ACCESS TO PROTECTION SPACES**

#### 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.

• In Sinaloa, we collaborated with 12 care spaces. For over 9 months, an average of 596 children received breakfast, snacks and lunch every day.

#### **Educational Play Centres**

We promoted the integral development of children living in highly vulnerable contexts in marginalised areas, 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.

• 212 children developed skills that enable them to protect themselves from risk and violence at home and in their community.

## **TESTIMONY**

Óscar (7 years old, Quintana Roo).

Centre because I learn a lot of things. For example, to express my emotions, I understand more about my rights and reinforce what I learn at school.



## **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.

#### **Promoting children's participation in Oaxaca**

In alliance with the organisation Mano Vuelta A.C., we promoted participatory activities to talk with community members about early and forced child marriage and unions. The purpose was to build collective and respectful solutions to help eradicate this harmful practice.

We collaborated with state governments to prevent and address child labour.

We signed Collaboration Agreements with the governments of Aguascalientes, Jalisco, Querétaro and Tlaxcala to **strengthen actions to prevent and address child labour.** 

 We form part of the Inter-institutional Commission for the Prevention and Eradication of Child Labour in Querétaro (CITI Querétaro) and succeeded in having our recommendations included in their Work Programmes 2022-2023. We continued to push for all states in the country to ban corporal and humiliating punishment as a method of child rearing. We held a forum with all the state legislatures in the country, together with the Chamber of Deputies, the Senate and UNICEF, to promote the prohibition of corporal and humiliating punishment. As a result, Save the Children has accompanied various states in harmonising their legislation to guarantee the prohibition of corporal and humiliating punishment and the promotion of a violence-free upbringing. We also participated in the Convention "Comprehensive protection for children and adolescents under the principle of the best interest of the child" in Guanajuato, which impacted 500 public servants.





Save the Children

# WHAT WE WANT FOR 2023

To open more community kitchens, care and protection spaces to attend to the children of day labourer families and improve these spaces in order to dignify the care given to participating children.

Collaborate with state and federal governments to strengthen attention focused on the causes of child, early and forced marriages and unions for the purposes of eradicating a practice that puts the development and future of children and adolescents at risk.

Encourage state and federal governments to incorporate non-violent parenting and nurturing parenting programmes into education, care and welfare policies, targeting mothers, fathers and caregivers.



## 5 COMMUNITY HEALTH



Mexico's children face several challenges in securing their right to health. Some of them do not have their full scheduled vaccinations, whilst others suffer mental health problems.

#### **OBJECTIVE**

To ensure that children, adolescents and their families have the tools they need to take care of their health.

#### **IMPLEMENTED IN**





WE REACHED 171,737 PEOPLE: 101,869 children and adolescents and 69,868 adults.

## OUR **ACTIONS**

## HEALTH WITH A PARTICIPATORY AND COMMUNITY APPROACH

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.

#### We train teachers.

We strengthened the capacities of primary school teachers concerning healthy lifestyles, with an emphasis on nutrition and physical activity, as well as gender-sensitive education **concerning puberty** by means of a synchronous online session and via the Save the Children Learning Centre (CASC).

• We impacted 746 compulsory education teachers.

#### We organised workshops on grief and loss.

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

• We impacted 76,737 children and adolescents and 830 teachers.



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 generate spaces for participation.

We generated and facilitated spaces of participation for children and adolescents who participate in the gender-sensitive puberty education initiative, such as:

- Virtual gallery "For a world of equality", where they shared their thoughts on what it would be like to live in equality.
- Annual meeting "I raise my rights", where a girl who is part of this initiative participated in an activity in the Senate of the Republic.



We promote the importance of vaccination. We implemented school campaigns to spread the importance of vaccination, as well as digestive health care and hygiene practices.

We reached 5,935 children, mothers, fathers, caregivers and early childhood and preschool

teachers through online workshops and the Save the Children Learning Centre (CASC).





We strengthened the knowledge of school committees. We provided knowledge concerning water, hygiene and sanitation (WASH) and menstrual health and hygiene (MHH).

• We impacted 23 school committees.

We encouraged the formation of community health clubs to promote healthy lifestyles in communities using a rights-based, inclusive and gender perspective.

• We impacted 1,159 children and adolescents.

We organised training workshops for civil servants. We provided information on the accompaniment of children, adolescents and their families to public officials who are involved in health promotion tasks.

• We impacted 107 public servants.

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

• We impacted 636 children in CCDI.

34 SAVE THE CHILDREN IN MEXICO ANNUAL REPORT 2022 35

## **TESTIMONY**

#### **Yiddiany**

Girl participant in the Community Health Club (11 years old, Tixméhuac, Yucatán).

What I've liked most about the club is that I've made a lot of friends; we help each other, collaborate and talk about what would be good for the community. There are a lot of children who have a lot of ideas. One of the topics that has caught my attention is research, because I would like to be able to help my community focusing on this topic, preventing trees from being cut down because of the heat. I really enjoy going to Save the Children ?...

## **ADVOCACY**

#### Promotion of vaccination.

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 signed collaboration agreements with the Ministry of Health and Public Education of Yucatán.
- In collaboration with the National Institute of Indigenous Peoples (INPI), the National Centre for Child and Adolescent Health, and the government of Chiapas, we promoted information campaigns and workshops, including messages in Spanish, Tseltal, Tsotsil and Mayan, to promote vaccination among the indigenous population. In addition, we called on the Mexican government to address the backlog in vaccinating children.

## We strengthened the role of the educational community as promoters of vaccination.

We collaborated with the Mexican Academy of Paediatrics to hold the second Forum "The educational community as an ally of vaccination" and provide information and tools for teachers to play a more active role in vaccination.

- We impacted 3,029 attendees.
- We developed and disseminated graphic materials to promote vaccination in the educational community and school settings in conjunction with the National Centre for Child and Adolescent Health and the Mexican Academy of Paediatrics. We reached 8,574 people.

# WHAT WE WANT FOR 2023

We will continue to join forces with strategic allies from the public and private sectors to expand the scope and impact of our **Community Health** programme actions, seeking to ensure that the voices of children, adolescents and their communities continue to form the basis of our proposals.



We will promote a comprehensive early childhood health promotion strategy, including vaccination and maternal and child health as a priority.

## 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.

Local authorities were not prepared for this and declared they were in crisis due to shortages and price increases in the basic food basket, as well as other basic services, so we activated our humanitarian response protocol.

- 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.
- All people considered the products they received to be of good quality and said they were satisfied with what they received.

"We came prepared, but when we were in the Darien jungle my children got sick... there was no water and we had to drink from the river. They were sick for about a week with fever, flu, vomiting, diarrhoea. We ran out of the little money we had. We are practically sleeping in the streets". Damián. Venezuela.



WE REACHED 9,104 PEOPLE: 4,740 children, adolescents and 4,364 adults.



"We are grateful they are helping us with food and hygiene products, which are very necessary for us. I didn't have any money today... I didn't have... I didn't have enough for food."

Julia.





### **CONFLICT IN UKRAINE**

The war in Ukraine resulted in 1,000 children being wounded or killed. For this reason, we are making an effort at the international level to:

- Set up Safe Spaces at transit points and meeting points to attend to children. In addition, we provided workshops so they would not lose their education and supported mothers and breastfeeding babies and children in emergency situations.
- We helped meet their needs through cash transfers so families could buy what they needed; we provided vouchers for basic goods at local markets and provided hot food and water to people at border crossings.
- We disseminated information and helped border authorities identify and respond to children especially those who were unaccompanied, separated or with disabilities; we provided psychological first aid and support case management services, asylum applications, etc.



THANKS TO GRUPO BIMBO
WE WERE ABLE TO EXPAND
OUR RESPONSE

# LEADING ROLE OF CHILDREN

#### **OBJECTIVE**

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.

 "I Ask to Speak Out for My Rights," "Children's Day" and the Forum "I Have the Right to Move Safely: Perspectives of Children and Adolescents", held by the Senate of the Republic; Conversation in the framework of the World Day Against Child Labour, by the Interstate Commission against Child Labour of the State of Aguascalientes and Save the Children.

We facilitated and accompanied participatory processes. We developed learning experiences that strengthen the capacities of children and adolescents to advocate for and bring about meaningful change.

- We developed a Guide for the Implementation of Children's Participation Clubs.
- We held a meeting of children and adolescents in Mexico City where we brought together 12 children participating in Save the Children programmes.



 We backed the formation of a children's participation group called "Together for Change" formed by 14 children participating in Save the Children programmes in Yucatán, Quintana Roo, Oaxaca, Puebla and Sinaloa.

#### 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).

 We organised a consultation with more than 1,500 children and adolescents in Mexico to express their views on the current state of their rights.



## **TESTIMONIALS**

To participate is to listen and to give ideas, to be able to express yourself in peace and equality, to speak with honesty and in a realistic way.

Paola, 12 years old.

Children have the right to freedom of expression and if we unite, we will be many and it will be easier for them to listen to us, because you can't make a change on your own.

Kenedyn, 11 years old.

## WHAT **WE WANT** FOR **2023**

To increase the number of children and adolescents participating in forums and public spaces so their voices are heard and their concerns are incorporated into the public agenda.

To promote the idea that the perspective of children and adolescents is considered a priority in electoral processes and public policies.

ANNUAL REPORT 2022 41

## 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 started a documentation process in all areas of the organisation, which will allow us to speed up times and improve the quality of institutional actions in order to achieve ISO 9001 certification.

> We built foundations for the quality of our actions in order to become the first civil society organisation in Mexico to certify these processes.



#### 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 planned strategically

We planned strategically to address the most urgent needs of children while monitoring and evaluating our actions. Our goals and objectives add to the overall strategy we have as a Movement.

## 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 impacted 275 colleagues.

## •

#### We transversalised our approaches



• In order to ensure consideration of children in situations of vulnerability and their recognition as subjects of rights, we promoted the transversalisation of priority approaches based on the principle of doing no harm and which allow us to ensure our interventions are free from any form of violence. We developed a manual to guide our actions in a comprehensive way to ensure we are strengthening and promoting the rights of those who need it most and to guarantee that we accompany them with a focus on children's rights, gender equality, participation, protection through the creation of safe spaces and the promotion of community mobilisation.



## 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 decisionmaking.



44 SAVE THE CHILDREN IN MEXICO ANNUAL REPORT 2022 45



## **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.

 Our ambassadors, Ha´Ash, joined this campaign and helped us raise awareness about this issue, its scope and consequences for girls and adolescents who are victims of child marriage and early unions.



## **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.

 We started two petitions to win public support. The first was access to the Covid-19 vaccine for children under 5 years of age, while the second was to address the backlog in the Universal Immunisation Programme. Both campaigns enjoyed the participation of more than 7,000 people.



## **NURTURING WITH TENDERNESS**

We shared information with mothers, fathers and caregivers focused on implementing respectful parenting methods for their children. Our ambassadors Patricio Borghetti and Odalys Ramírez helped us raise awareness of this issue in our social networks.



## **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.

## **WORK-FREE CHILDHOOD**





RABAI COMM

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.

46 SAVE THE CHILDREN IN MEXICO ANNUAL REPORT 2022 47





### **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.



## **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.

## 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.

## 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.



## **GENERATION HOPE**



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

 More than 120 children in Mexico participated and their concerns were integrated into our global report "Generation Hope: 2.4 billion reasons to end the world's climate and inequality crisis".

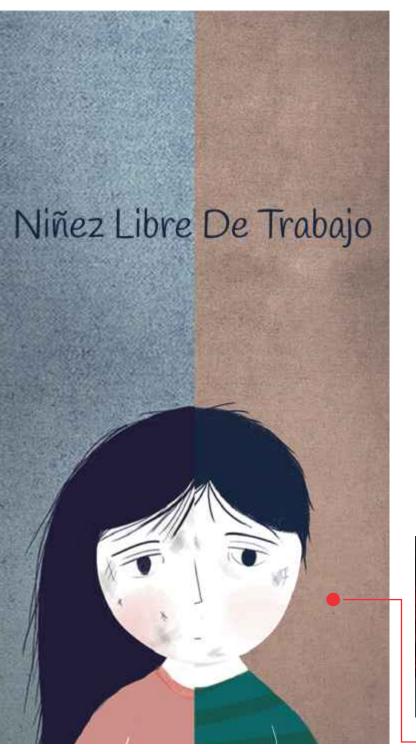
## CHALLENGE FOR CHILDREN

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.



48 SAVE THE CHILDREN IN MEXICO

ANNUAL REPORT 2022 49





## 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.





## DIGITAL AND MEDIA OUTREACH

THEMATIC	MEDIA OUTREACH	DIGITAL OUTREACH
Emergencies	52,038,512	6.958.146
Gender	76,992,233	3.920.183
Health	417,308,129	1.649.430
Child labour	76,733,944	1.872.947
Violence	419,779,185	13.033.295
Boosting learning	117,256,702	5.080.427
Migration	135,056,693	240.031
Climate crisis	57,030	148.089
Child labourers	81,029,063	7.560.642
Donating is now an investment	6,387,372	1.054.306
TOTAL	1.382.638.863	41.517.496

#### **SOCIAL NETWORKS**

Number of followers on social networks:

356,497

Facebook, Instagram, Twitter, LinkedIn, YouTube and TikTok.

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.

50 SAVE THE CHILDREN IN MEXICO ANNUAL REPORT 2022 51

## **PARTNERSHIPS** FOR CHILDREN

## STRATEGIC ALLIES

Strategic allies are companies that make long-term investments and offer their experience to design highimpact 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.







iDona \$ 10 pesos en los cajeros automáticos de Banorte!



Accenture, American Tower, BCG, FEMSA, Alsea Foundation. Banorte Foundation, PepsiCo Foundation, LEGO Group, P&G, RIU, Sanofi, Seguros Monterrey New York Life y W.K. Kellogg Foundation.





























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.















ANNUAL REPORT 2022 53





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

52 SAVE THE CHILDREN IN MEXICO



Save the Children

### **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

Embajada del Japón México



### PARTNER AGENCIES AND MEDIA







°yohaigrene

























## 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.

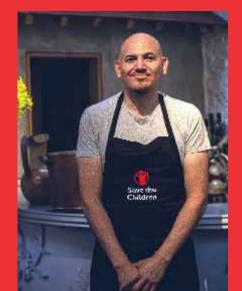
## INDIVIDUAL **DONORS**

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.



54 SAVE THE CHILDREN IN MEXICO ANNUAL REPORT 2022 55

## 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 Torél 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.



### **RESTAURANTS FOR CHILDREN**





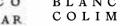










































































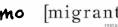










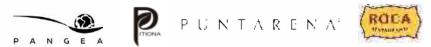








































56 SAVE THE CHILDREN IN MEXICO

ANNUAL REPORT 2022 57

## 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.



## SPONSORS









































Máximo PUJOL MERTORO ROSETTA



### **ALLIES IN EVENTS**















**ART AUCTION** 







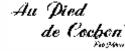






































La Finca La Vitrîne

minimal 4.0 Nemi





































OPro Tec A.V.





sello•m







Figures in thousands of pesos

## 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.











Boehringer Ingelheim





Givaudan GIVAUDAN FOUNDATION









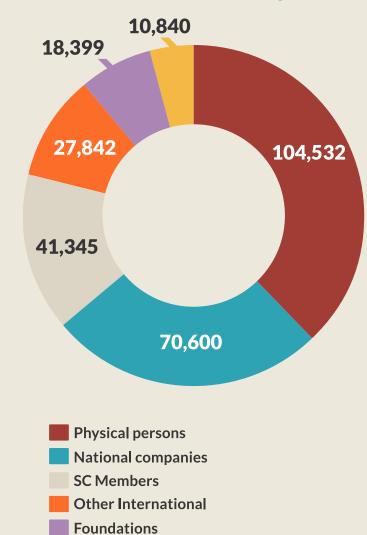






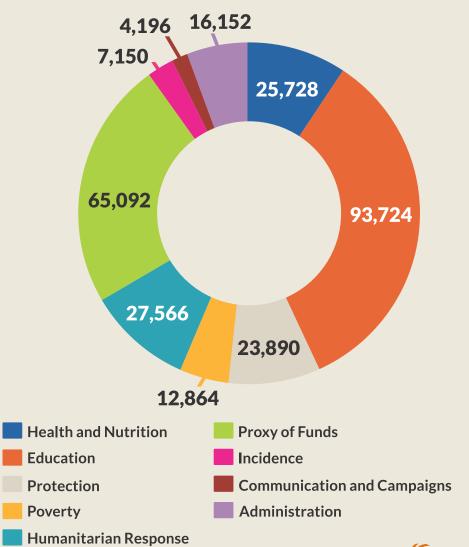
## TRANSPARENCY AND ACCOUNTABILITY





Government

## **INVESTMENT 276,365 pesos**











LIVELIHOODS for improved access to resources, development and food security.



BOOSTING LEARNING to promote quality education in safe spaces.

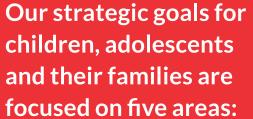


PROTECTION to promote safe spaces, free of violence, with the participation and voice of children and the promotion of gender equality.

CHILDREN IN CONTEXTS OF HUMAN MOBILITY to provide comprehensive protection, education and strengthen the livelihoods of migrant, asylum-seeking and



COMMUNITY HEALTH to provide tools to contribute to a healthy lifestyle.



E CHILDREN IN MEXICO

OUR COMMITMENT TO THE GIRLS AND BOYS OF MEXICO

STRATEG

2022-2024

OUR





# YOUR SUPPORT ENABLED US TO TRANSFORM THEIR PRESENT AND FUTURE IN 2022!

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#### Write to us:

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