



Reporte anual

20
22

Annual Report



AVANTE

Acceso Virtual a la Nueva Tecnología Educativa



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A LETTER FROM THE PRESIDENT OF THE BOARD OF DIRECTORS



In 2022, Fundación Tu Más Yo had experiences that were very enriching. We strengthened our philosophy of the importance of knowing how to listen to communities, by implementing projects that can be replicable models, as well as through dedication to and compliance of the education and collaboration axis which is the main objective of our work. We are proud of our AVANTE program (Virtual Access to New Educational Technology) which continues to positively impact elementary school children by strengthening basic technology and soft skills to make the best use of the vast world of information.

We prepared our students to enable them to go through middle school, high school or a technical career that will let them compete for higher degrees and international scholarships. But these achievements will only be realized if there are big alliances that have the same objectives and contribute their specialties, such as our allies: UCSD (University of California, San Diego) and their educational programs, including STEAM; and Junior Achievement, and their Financial Education Program. I am proud to have committed advisors, who have made sure our objectives are met, and along with them, all our social investors who have given us their trust, time, and resources. Our commitment to them is transparency and accountability. A very special thanks goes to the team members, who were all indispensable for this year's achievements.

José Antonio Díaz Martínez

A LETTER FROM THE DIRECTOR OF THE AVANTE PROGRAM



2022 was a year in which our AVANTE Educational Program saw tremendous growth. Our projects were successful thanks to the drive from our allies and social investors.

- Growth in the number of courses we taught
- Growth in the number of children who directly benefitted
- New and solid alliances with leading educational organizations on both sides of the border.

We proved that dreams can come true: a vandalized school was rehabilitated and equipped with cutting edge technology where virtual education is implemented to strengthen education. The positive reactions of the children when they participate in our AVANTE courses, where they have been able to go deeper into several topics, the way they express satisfaction for feeling that they deserve this educational thrust, the way they acknowledge that they have the possibility to achieve big things is what fuels our projects. These achievements give us an incentive to set more ambitious goals and reaffirm that by working together, we can achieve more.

María Dalia Rodríguez Valencia

PHILOSOPHY

Mission: To Foster community development through education and collaboration to improve the quality of life and contribute to building citizens.

Axes: Education, Collaboration.

Values: Respect | Solidarity | Empathy | Participation | Professionalism| Honesty

ALLIES



SPECIAL ACKNOWLEDGMENTS



AFFILIATED TO



ADVISORS



José Antonio Díaz



Clemente Villegas



René Medina



Duchisela Galvez



Leticia M. Pazzi



Alejandro Martínez



Luis Miguel del Río



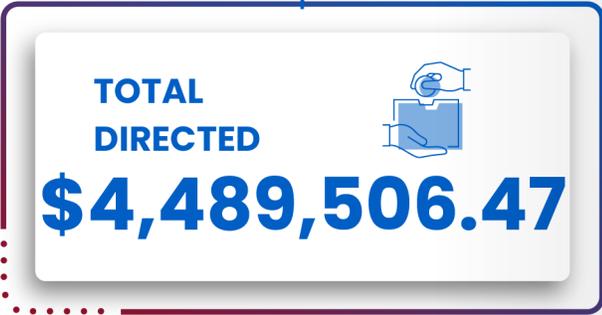
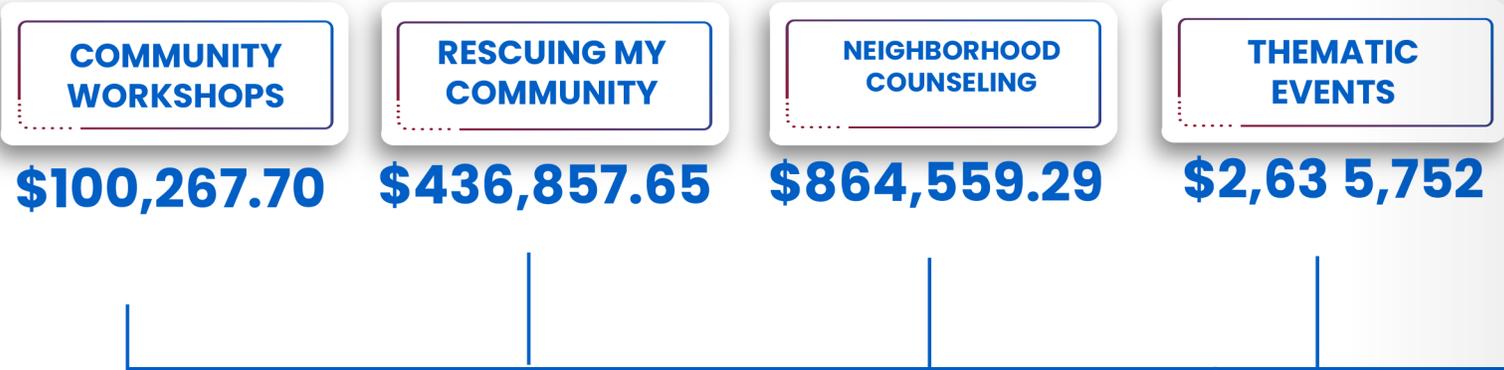
Eduardo Martínez



Mariana Leal

COMPENDIUM OF FINANCIAL RESULTS 2022

IN PESOS



COMMUNITIES AND VOLUNTEERS

\$555,323.49

INTERNATIONAL IN-KIND DONATIONS

\$66,420.00

IN-KIND DONATIONS

\$620,456.95



\$1,366,551.28

AVANTE

\$3,017,050.00

CASH FUND RAISING \$3,330,789.79

IN-KIND FUND RAISING \$2,608,751.72

COMMUNITY ACTIVITIES

\$20,905,04

OUTREACH EVENTS

\$23,962.80

Total \$5,939,541.51

2022 ADMINISTRATION \$233,155.29

Operational Equipment



Mariela Rendón
Operational Coordinator



Erika Pompa
Coordinator in Tijuana



Paulina Pacheco
Community Counselor



Ricardo Mendoza
Communication and Publicity



AVANTE

Acceso Virtual a la Nueva Tecnología Educativa

The AVANTE program began in 2020 as an answer to the educational delays caused by COVID 19, as school closings and the lack of access to digital technology affected elementary school children. Our objective is to provide equipment and extracurricular educational programs in elementary schools located in vulnerable areas through courses given in a hybrid modality. AVANTE's purpose is to boost opportunities and the educational horizon of our children.

2022 Award Finalist



tu+yo
FUNDACIÓN

COURSES GIVEN IN 2022

Basic Course – Introduction to Educational Technology.

It introduces students to essential educational digital tools and platforms.

It expands the educational horizon providing knowledge on basic computer tools in the digital world which promotes self-learning. The teachers are university professors from CETYS Mexicali and are an aspirational model for children.



Learning to Teach

is a training course for “Introduction to educational technology” instructors.

It prepares young university students to teach courses to our children providing them with the tools they need to learn.

Mind the Gap



STEAM

Flying Machines

It is a trip through history and the beginnings of aviation, from its origins to today's satellites.

It is a trip through history and the beginnings of aviation, from its origins to today's satellites. It is an interactive course with critical thinking exercises. It introduces basic physics and engineering concepts. Sessions are given by a team of experienced instructors from Argentina, who belong to the "Ciencia para Todos" (Science for Everyone) Organization and through our alliance with the University of California, San Diego.

Given by: UCSD Ciencia para Todos, Argentina.



STEAM "Flying Machines"



KEO

Creative, Artistic and Exploration Activities which foster curiosity in students, as well as their sense of comradeship and teamwork.

Here, children work in a simulated jungle using a variety of exercises and games based on neuropsychology aimed at incentivizing their entrepreneurial profile.

Given by: VESTA and Neurocit.

Financial education programs for children.

These programs are implemented in alliance with Junior Achievement which is an international organization that has been nominated for the Nobel Prize in 2022 and 2023.

685

Students have been impacted by our courses in 2022

BizTown

By using daily lessons, practice activities and participation in a simulated community, students are encouraged to use their critical thinking skills as they build the foundation of businesses and of the economy of the free-enterprise system.

Students develop a firm understanding of the relationship between what they learn at school and their successful participation in the local economy.

Finance Park

The Finance Park program teaches middle school and high school students how to build the foundation on which they can make responsible and smart financial decisions that impact their lives, including the ones related to income, expenses, savings, and credit.

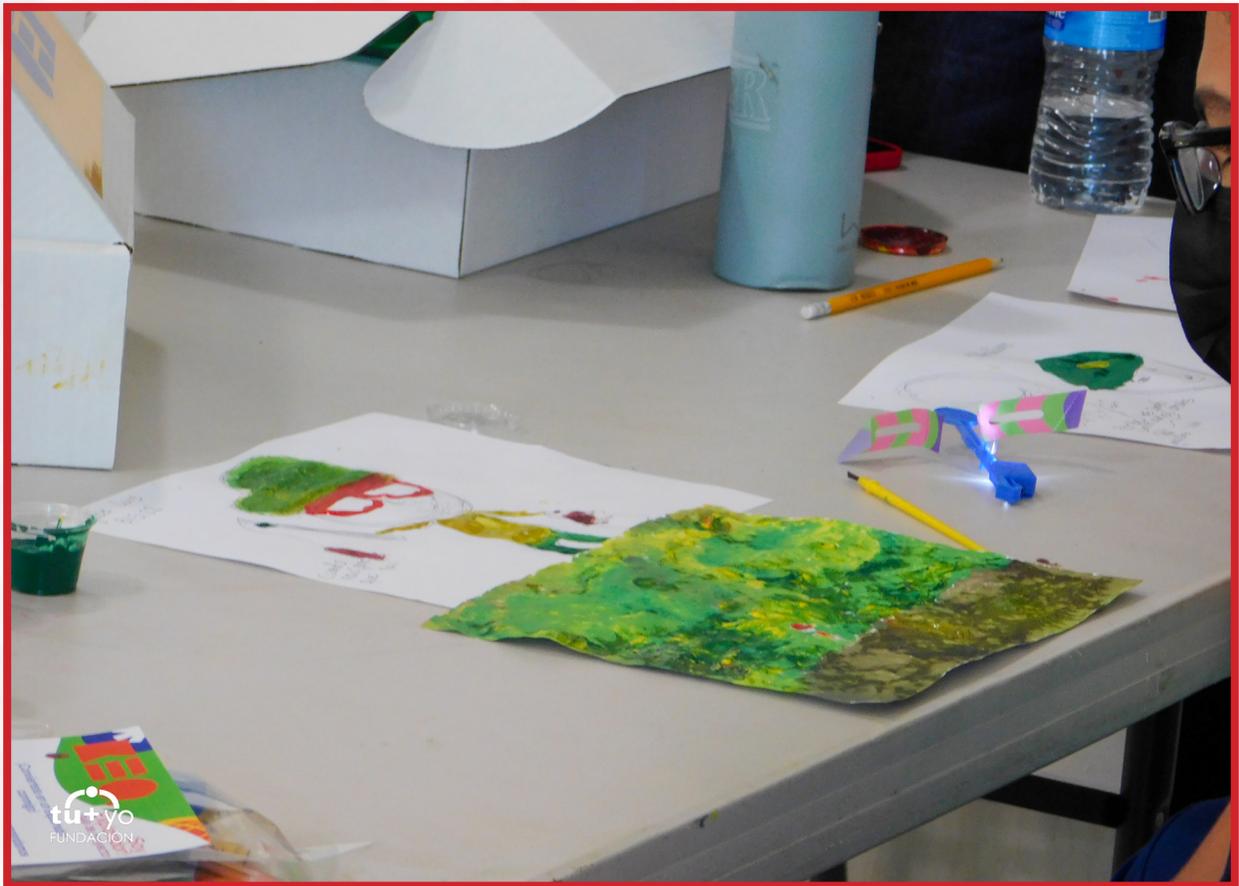
Economics for Success

JA Economics for Success® is a financial education program that includes job and professional trajectories.

This program introduces concepts of personal finance and the importance of education and career planning to students from 6th grade in elementary school and 7th and 8th graders.







DECANTOS 2022

As part of the Fund-Raising Program, we had our first Grand Event at DECANTOS Winery in Valle de Guadalupe, on July 9th, 2022.

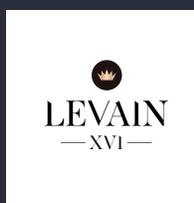
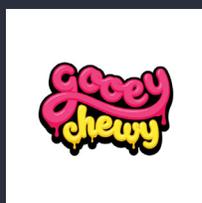
We were honored to have chefs that graduated from the Culinary Art School: Fatima Treviño, Karla Galicia, Yareb Chávez, Juan José Plascencia, Bernardo González, Mike Zuno, Carlos Vargas, Mike Arevalo, Felix Rodriguez, and Alejandro Zuñiga. They delighted us with dishes that were made with regional ingredients using their culinary creativity.

Our program also included raffles of several items that were donated by our allies and social investors. The program also had donations of computers and scholarships which will allow us to continue our mission of bringing children closer to technology.

Attendees enjoyed an evening of live music, and a DJ, entertaining us until dusk.



Thank you very much.



Culinary.





Bohemian Night 2022

This casual event occurred on November 11th, and its main attraction was the show of two excellent performers: Marvin Mayne, a Tijuana native who was successful in his participation in La Academia 2nd Generation, and Zayra Fraustro who participated in La Voz Mexico 2021, and who delighted us with her beautiful voice and wonderful choice of ballads.

Zayra and Marvin turned the night into a very special magical moment, and almost 100 attendees that supported our Foundation were able to enjoy a cozy but ambiance-rich event. Wine, cocktails and charcuterie and cheese boards could be purchased at the start of the evening, and we ended it off with some delicious tacos.

LETTER FROM THE DIRECTOR OF INSTITUTIONAL RELATIONS AND ALLIANCES



To work at Fundación Tú más Yo, requires energy, and a lot of enthusiasm. Energy, because the challenges are huge; we work to overcome the poverty in our communities. Enthusiasm, because we need to bring joy to the families that benefit from our social programs. We believe in the human right to have a dignified life, by enjoying the privilege of an education, of technology, of recreation, personal safety, and healthy communal living.

When we stop to think, we realize that it is a true privilege to know what our life's mission is, and to be precisely in the place that allows us to fulfill it, as is the case of Fundación Tú Más Yo. This privilege can be obtained as a collaborator, as a volunteer and/or as a social investor. We need people like you, who are committed and steadfast.

Martin Luther King said: "If I help a single person to have hope, my life will not have been in vain." How can we not be thankful for the possibility of providing hope to an entire community? From this perspective, our life will not have been in vain if we collaborate with Fundación Tú Más Yo, as it gives hope to so many lives, including our own.

I invite you to support us with you time, your advice, your skills, your financial or in-kind contributions to transform lives and to enrich your own life, as has happened to those who have collaborated one way or another with us and whom we acknowledge in this 2022 Annual Report.

I want to end by expressing my gratitude to Fundación Tú Más Yo, and my special admiration of the board of advisors and to co-workers, who day to day keep hopes high and feed the energy to continue sowing hope. We cannot allow our life to be lived in vain.

TOÑÉ BEGUERISSE

Thank you!



INSURGENTE



ABC Aluminio
AVIT Soluciones
CANIRAC
Club Madrugadores
Mujer Actual
Rancho la Puerta

Andy Carey
Antonio Frías
Antonio Maya
Atiya Dwyer
Blanca y Manuel Pasero
Carmen Caelen
Daniel Campa
Denia Betsy Vera Antúnez
Edgardo Flores
Elvira Hernández López, MXGA Tijuana SC
Emanuel Castañeda
Estación Arreola
Federico Bezanilla
Fernanda Padilla
Fideicomiso el Florido
Guadalupe Hortencia Ruíz Ramirez
Irving Barreras

James Clark
Javier González, Culinary
Joe DiNucci
Jose Díaz Neri
Josefina Balmori
Karina Blanco Delfín
Leticia Tessada
Lorenzo Verigoy
Lourdes Gabaldón de Barreto
Lourdes Ibáñez, Club Lía
Luis Lutteroth
Mauricio Monroy
Morgan Appel
Nara Muniz
Nayeli Santa Cruz Palacios
Rafael Trujillo
Richard Kiy
Roberto Clemente
Samanta Michell Munguía
Sandra Dibble
Santiago Martínez Vertiz, Lyncott
Sherry White
Steve Williams
Xavier Ibañez
Yuridia Rodriguez Quevedo

Working together, we achieve more

Record

Fundación Tu Más Yo, fosters community development through education and collaboration to improve the quality of life, and contributes to build citizenry.

- Non-Profit Organization since March 11, 2013
- Accredited by SAT as an authorized grantee
- Registered under the Ley Federal de Fomento, CLUNI. (Federal Development Law)
- Registered at the Comisión de Fomento de Bienestar Social: Estatal y Municipal (State and Municipal Commission to Foster Social Wellbeing)
- Accredited as to Institutionalidad and Transparency at the Optimum Level at the Mexican Center for Philanthropy (CEMEFI)
- Aligned to the Sustainable Development Objectives of the United Nations World Compact: Quality Education (4), Gender Equality (5), Sustainable Cities and Communities (11), Alliances to Achieve Objectives (17).
- Recognized by USAID in Mexico in the Together to Prevent Violence Program
- Member of the Municipal System to Prevent Violence in Tijuana, Baja California
- In its first ten years, Fundación Tú Más Yo carried out 1229 community projects in the cities of Tijuana, Mexicali and Ciudad Juarez, with the participation of 130,299 neighbors who contributed more than 540,000 hours person.
- The AVANTE (Virtual Access to New Educational Technology) program was born in 2020 with the goal of providing equipment, access to the internet and extracurricular educational programs in elementary schools located in vulnerable areas. AVANTE's purpose is to potentiate the educational opportunities and horizon through courses given in a hybrid modality.
- In 2022, we were selected as finalists in the Iberoamerican Educational Innovation and Research Award of the Year, which is part of the Organization of Iberoamerican States for Education, Science and Culture (OIE), together with the Spanish Agency for International Cooperation for Development (AECID, acronym in Spanish), with our AVANTE educational program.
- AVANTE program's allies are UCSD, in the city of San Diego, "Mi Universidad, Extended Studies" and Junior Achievement, "Educación Financiera" (Financial Education).
- Other allies in Baja California are CETYS students and Club LIA
- El programa AVANTE tiene como aliados en Baja California a estudiantes de CETYS y Club LIA.
- We were chosen by the King Baudouin Global Foundation in New York to receive international donations that are tax deductible.

Links:

Mi Universidad, Extended Studies de UCSD: <https://ecoextension.ucsd.edu/mi-universidad/index.html>

Junior Achievement: <https://jasandiego.org/>

King Baudouin de Bélgica en Nueva York: <https://kbfus.networkforgood.com/projects/54898-f-kbfus-funds-fundacion-tu-mas-yo-mx>

Estados Iberoamericanos para la Educación, la Ciencia y la Cultura: <https://oei.int/>

Donate directly to our bank account:
BANAMEX – Account: 3040013 – Clabe: 002580700930400132
Donate online: linktr.ee/fundaciontumasyo
Or scan this QR code:



Working together, we achieve more

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