

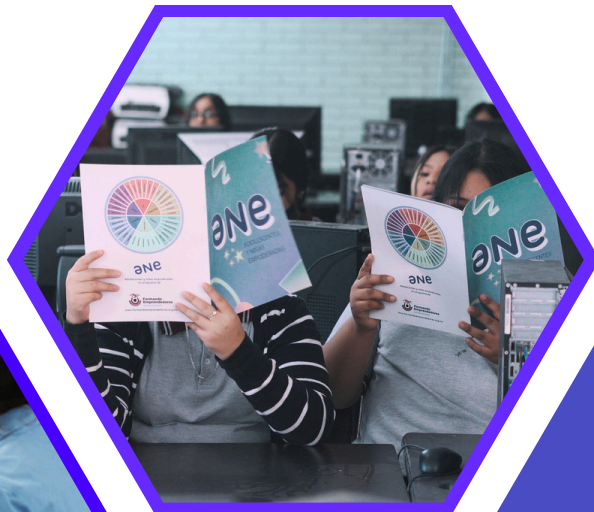


2024

Annual Report

June 2025

Monterrey, México



**Formando
Emprendedores
Sociales**

Formando Emprendedores Sociales A.B.P.

*20 Years Educating Participatory Citizens and
Social Entrepreneurs*

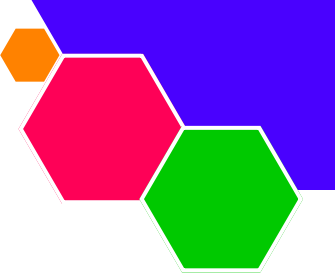


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1. Letter from the President

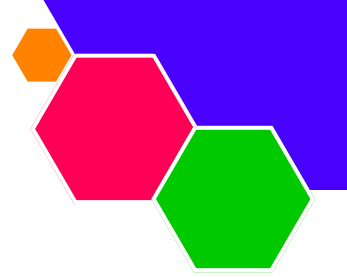
Dear Formando Emprendedores Sociales Community,

It is an honor to address you for the first time as President of Formando Emprendedores Sociales , after assuming this responsibility in January 2025. This moment is especially meaningful, as it coincides with a remarkable milestone: the celebration of our 20th anniversary.

For two decades, this organization has sown hope, citizenship, entrepreneurship, and social responsibility in thousands of children and young people across Mexico. I have had the privilege of being part of this journey as a board member, and today, with great pride, I share with you the 2024 Annual Report—a reflection of the impact we have built together.

I would like to begin by expressing my sincere gratitude to Humberto Garza, who led this organization as President for 17 years, leaving a profound legacy and a strong institutional foundation for the future. I also recognize the foundational work of Federico Rodríguez, our first President, whose original vision guided the organization in its early years.





1. Letter from the President

In a very special way, I thank Alejandra Hinojosa, Founder and General Director of Formando Emprendedores. Her tireless passion, committed leadership, and deep love for children have been the driving force behind every program, innovation, alliance, and step forward. Her dedication is an inspiration to us all.

I also express my admiration for Alejandra Díaz, Director of Programs and creator of the educational content behind most of our initiatives. Her talent, commitment, and pedagogical vision have been essential in shaping programs that today impact thousands of students nationwide. Alejandra is also a generous donor and a steadfast ally; her work exemplifies how conviction and action can truly transform realities.

My sincere appreciation also goes to the entire executive team of Formando Emprendedores. Their daily work—often behind the scenes but always essential—sustains operations, fosters innovation, addresses challenges, and brings our programs to life.

I extend my gratitude as well to the members of the Board, whose wisdom, experience, and shared vision have guided the organization responsibly and thoughtfully.

Since its founding in 2004, Formando Emprendedores has generated lasting impact through educational initiatives such as Pequeños Ciudadanos, now expanded into a digital and animated platform reaching multiple regions of the country, as well as the ANE program (Empowered Girls and Adolescents) and its pilot initiative, FES Finance.

These efforts, together with the commitment of our volunteers, partners, companies, schools, educators, families, and donors, reflect a living network of individuals who believe in a more just, participatory, and peaceful Mexico.

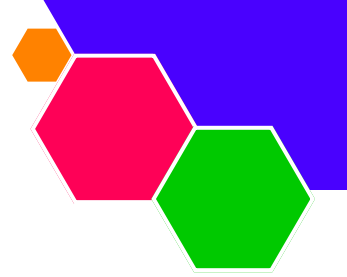
Teamwork has been our greatest strength. When many hands come together, meaningful change becomes possible. Our dream is both ambitious and deeply human: to educate engaged citizens who exercise their rights and transform their communities with empathy, leadership, and conviction.

I invite everyone who has accompanied us on this journey—whether for many years or just recently—to actively join our mission. Whether through time, expertise, or resources, every contribution matters. When we educate a child, we do not only transform one life; we help shape the future of an entire country.

With enthusiasm, strengthened by 20 years of experience, and with the certainty that education is the most powerful engine for change, we move forward. I am deeply grateful for the trust placed in me for this new chapter and reaffirm my commitment to every child, every young person, and every story touched by Formando Emprendedores.

**Thank you for being part of this great family.
Let us continue building the future we envision—together.**

With appreciation and gratitude,
Amador Garza
President Formando Emprendedores
Sociales A.B.P.



2. Recognition of Humberto Garza

President of Formando Emprendedores Sociales (2008 – January 2025).

In this 2024 Annual Report, we extend special recognition to Humberto Garza, who concludes a distinguished 17-year tenure as President of Formando Emprendedores Sociales.

Since 2008, Humberto has been a fundamental pillar in the consolidation and growth of the organization, guiding it with strategic vision, generosity, and a profound sense of purpose.



Thanks to his leadership and ongoing support, more than 219,000 children and adolescents in Mexico have been reached through innovative educational tools that promote civic participation and empowerment.

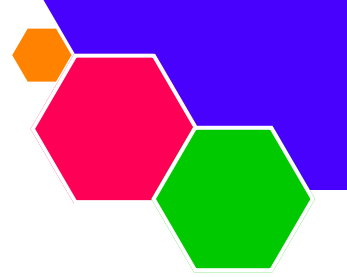
During his presidency, key programs were strengthened and expanded, including:

- Pequeños Ciudadanos, our educational platform for primary education
- ANE – Empowered Girls and Adolescents and FES Finance, for middle school students
- Training Day, designed for high school students

His leadership was also instrumental in building and consolidating the strategic alliance with Líderes Ciudadanos, significantly expanding the organization's reach and impact. Although he concludes his term as President, we are grateful that Humberto will continue to serve as a member of the Board, contributing his experience and vision to the organization's future.

With deep gratitude,
Alejandra Hinojosa Díaz
Founder and General Director
Formando Emprendedores Sociales A.B.P.





3. Mission, Vision and Vision of Success

Mission

To inspire and prepare children and young people to become participatory citizens and social entrepreneurs who contribute to building a better society.

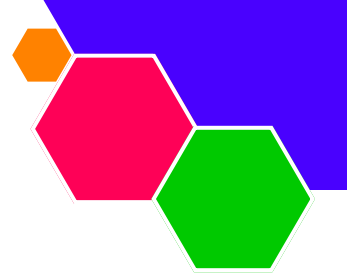
Vision

For every child and young person to be a participatory citizen who understands and exercises their rights, contributing to an inclusive, equitable, and sustainable world through learning.

Vision of Success

For children and young people to actively exercise their rights and participate in the transformation of their communities through education.





4. Historical Results

Since its founding, Formando Emprendedores Sociales has impacted:



219,907

Children and adolescents



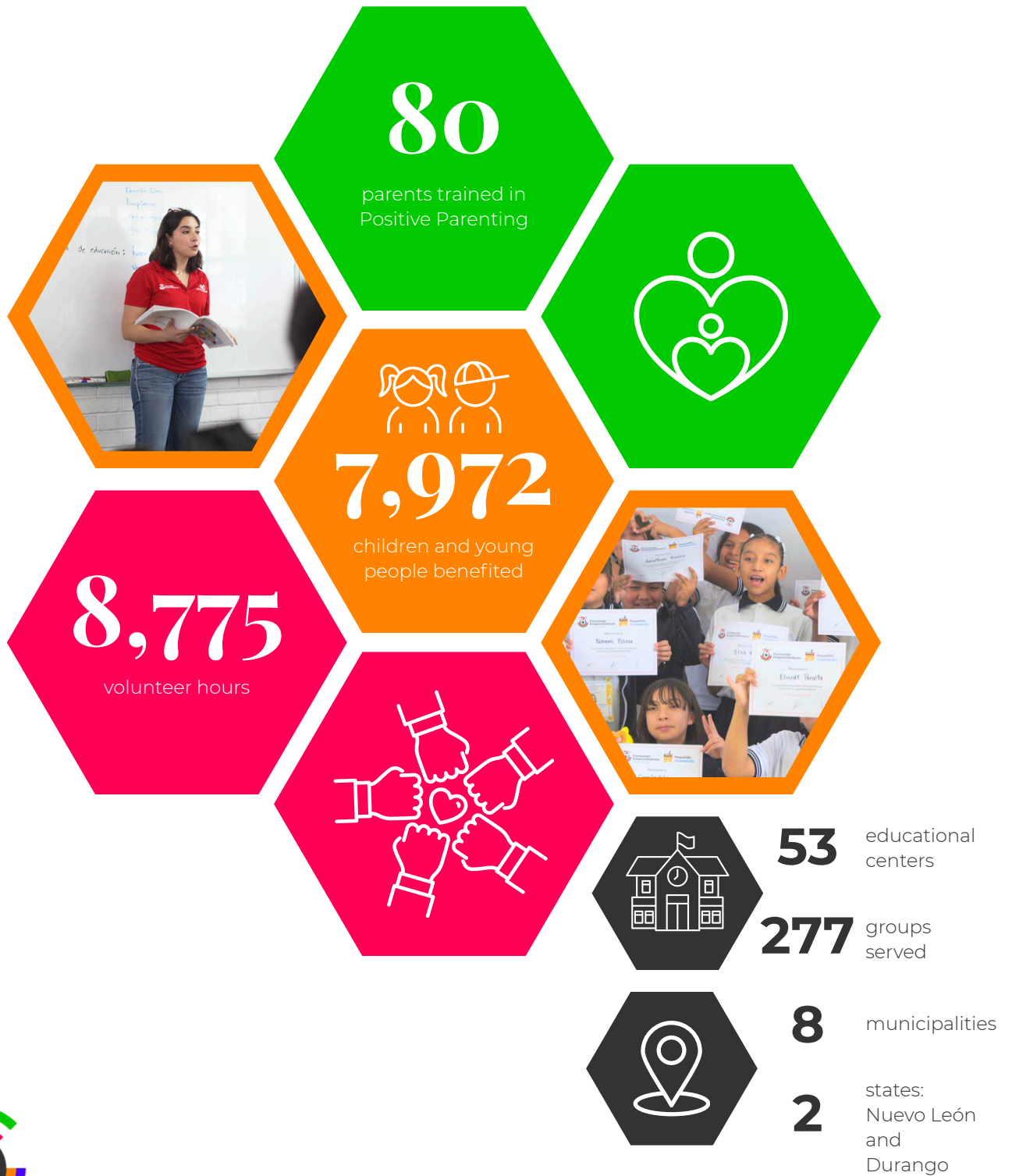
13,989

Volunteers



5. 2024 Results

Overall Impact



6. Results by Program

Pequeñ@s Ciudadan@s

ANE – Adolescentes y Niñas Empoderadas

Training Day



6. Results by Program

Pequeños Ciudadanos

Pequeños Ciudadanos is an educational platform that promotes children's civic participation, a culture of legality, and knowledge of children's and adolescents' rights.

Pequeños Ciudadanos in Your School

A sequential, in-person program for 3rd, 4th, 5th, and 6th grade students. Each grade level addresses specific themes and challenges aligned with the UN 2030 Agenda.



Programs last six weeks, with one session per week, and are delivered by trained corporate and community volunteers. Students develop projects aimed at improving their school communities while strengthening civic values and life skills.

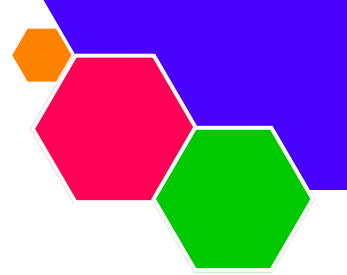


2024 Updates

New educational materials for grades 3–6

Manuals, workbooks, activity booklets, and posters

6,927 children benefited



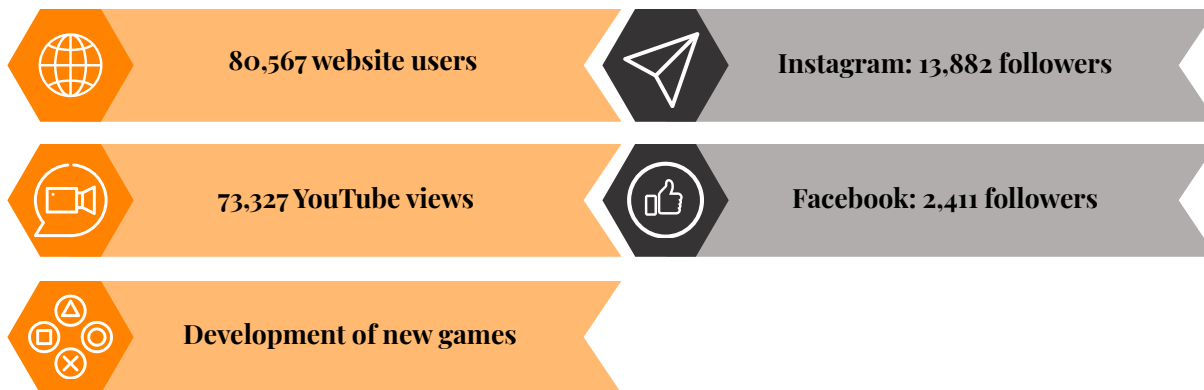
Parent Workshops

In 2024, workshops were held for parents whose children participate in the Little Citizens programs. These workshops aimed to familiarize parents with the concepts of a culture of legality, a culture of peace, and the knowledge and exercise of the rights of children and adolescents.

80 parents participated in Positive Parenting workshops

Pequeños Ciudadanos Digital

An online educational platform offering downloadable materials, interactive games, and two full seasons of an animated series.



@pequenosciudadanos



Pequeños Ciudadanos



www.pequenosciudadanos.org.mx



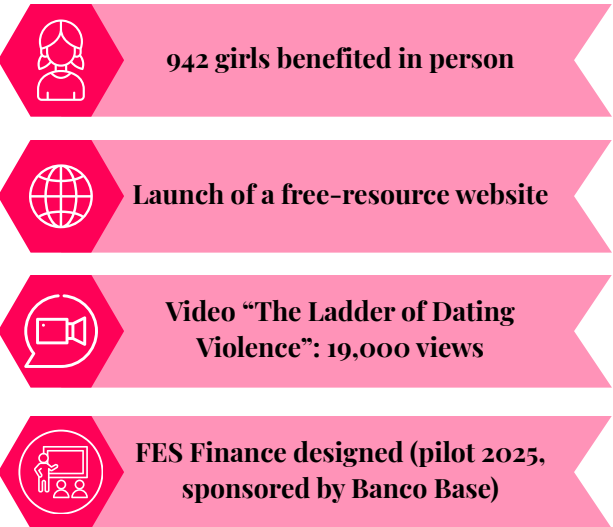
6. Results by Program

ANE – Empowered Girls and Adolescents

ANE is an educational program created to inform and empower girls and adolescents aged 12 to 15.



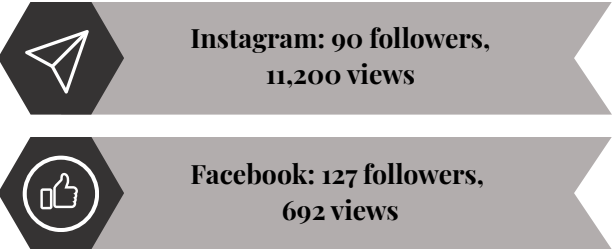
2024 Results

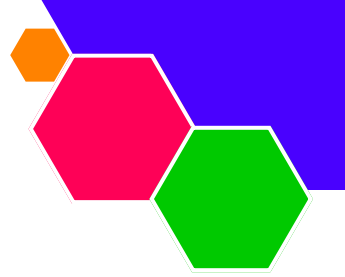


ANE In-Person Program

ANE (Empowered Adolescents and Girls) is a program for girls and adolescents aged 12 to 15 that provides information and tools to prevent gender-based violence, teenage pregnancy, addiction, school dropout, and other relevant issues. ANE seeks to empower girls and adolescents by informing and supporting them in designing a life plan that strengthens their opportunities for growth and well-being. It also presents a range of possibilities based on the importance of developing self-confidence and autonomy, creating a life plan, conducting a personal SWOT analysis, practicing entrepreneurship to achieve self-employment, and exploring career paths for better and fairer job opportunities. In 2024, this program was successfully implemented in secondary schools in Nuevo León and Durango.

Redes sociales





Launch of FES Finance

We will soon launch "FES Finance," the second module of the ANE (Empowered Adolescents and Girls) program. Initially designed for girls, it will now also include boys, expanding its impact on financial education.

Through seven dynamic sessions, participants will learn about budgeting, saving, investing, and credit, acquiring key tools for making responsible financial decisions.

FES Finance will enable adolescents to be better informed, have greater knowledge, and make better decisions about their financial future, fostering responsible habits that contribute to their economic and social well-being. With the support of Banco Base.



Formando Emprendedores ABP

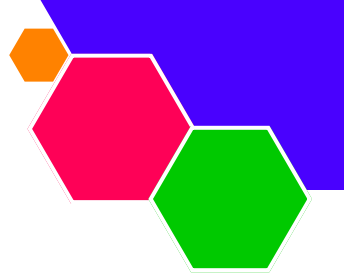


@mundo.ane



www.ane.org.mx





6. Results by Program

Training Day

Training Day offers practical learning experiences for high school students focused on career exploration and workforce readiness.



103 high school students



96 volunteers





7. Highlights and Special Events

20th Anniversary Celebration

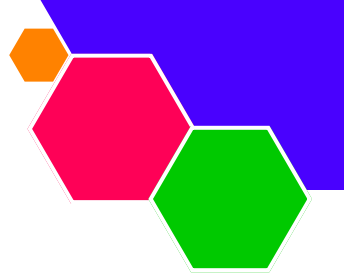
“Contratiempo” Flamenco Fundraising Event

“Llena la Mochila de Pequeños Ciudadanos 2025”

This campaign symbolizes the volunteer's backpack that arrives in a classroom to implement the Pequeños Ciudadanos program. Each backpack represents a trained volunteer bringing civic education, citizenship values, and life skills to a full classroom.

Through this campaign, **80 backpacks were fundraised**, surpassing the original goal. Each backpack enables the implementation of the program in one classroom of approximately 30 students, allowing **2,400 children** to receive civic education and life skills training.

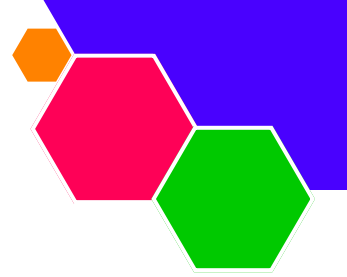




8. Volunteering

Volunteering represents the heart of our organization. Through our programs, corporate and community volunteers engage directly with primary, secondary, and high school students, delivering civic education and life skills across multiple educational levels.





Volunteer Testimonial

"My experience with the Entrepreneurship Training program, specifically in the Little Citizens program, has been one of the most meaningful and enriching of my life. I had the opportunity to work with third-grade students at the Centenario de la Revolución school, where I taught topics that foster civic and social development in children. In this course, the students carried out various projects, each reflecting not only the children's creativity and commitment but also their enthusiasm for applying what they learned in their own environment.

This experience made me realize the importance of investing time and effort in future generations. Knowing that, even on a small scale, I was able to contribute to these students having a greater awareness of their rights, responsibilities, and the impact of their actions on the community fills me with joy and satisfaction.

I also realized how valuable it is to teach them topics that are often overlooked or not given the importance they deserve. Topics such as collaboration, active citizenship, and mutual respect are crucial for a better society.

This experience not only it was enriching for the students, and it was for me too. It taught me to share knowledge and the positive impact this can have on the lives of others. This community service was a gift that allowed me to grow as a person and as a citizen."

Adrian Garza

**Volunteer at the Elementary School
Centenario de la Revolución Mexicana**



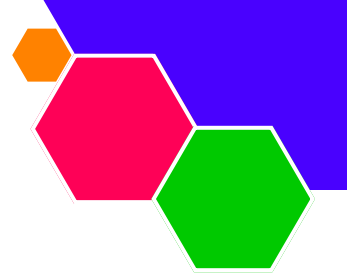
9. Sustainable Development Goals (UN)

SDG 4: Quality Education

SDG 5: Gender Equality

*SDG 16: Peace, Justice and
Strong Institutions*





10. Partnerships

◆ Alianza Fronteriza para la Filantropía México-EU



◆ Líderes Ciudadanos



◆ Unión Neolonesa de padres de familia

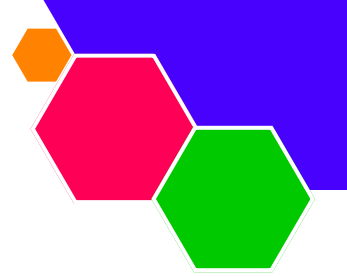


◆ Tecnológico de Monterrey



◆ Universidad de Monterrey (UEM)





11. Certifications



CEMEFI

OPTIMAL LEVEL IN
INSTITUTIONAL STRENGTH



**INSTITUCIONALIDAD
Y TRANSPARENCIA**
Cemefi



CONFÍO

PERFECT AUDIT SCORE
(2024)



www.confio.org.mx

12. Income and Expenses



INCOME

\$5,214,034 MXN (approximately USD \$281,840)

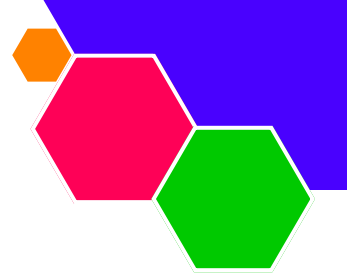


EXPENSES

\$4,526,351 MXN (approximately USD \$244,126)



13. Board of Trustees, Advisory Council and Operating Team



BOARD OF TRUSTEES

HUMBERTO GARZA DOMÍNGUEZ
AMADOR GARZA QUIROGA
LILIA SAUNDERS RODRÍGUEZ
CARLOS PALACIOS MORTON



ADVISORY COUNCIL

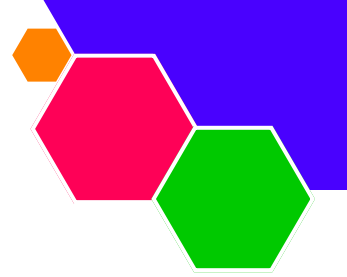
EDUARDO ALVERDE VILLARREAL
VERÓNICA MORALES GUERRA
MIGUEL FERRIZ MARTÍNEZ
XAVIER TOUSSAINT NASTA
PABLO TREVIÑO SEPÚLVEDA
BEATRIZ RAMÍREZ BRAÑA
GERARDO MACÍAS GARCÍA
MARÍA DE LOURDES DIECK ASSAD
DIANA DANIELS: *NUEVA CONSEJERA INTERNACIONAL*



OPERATING TEAM

ALEJANDRA HINOJOSA DÍAZ
ALEJANDRA DÍAZ GONZÁLEZ
BEATRIZ OLIVIA BENÍTEZ MEDELLÍN
MAYRA GONZÁLEZ CHÁVEZ
CYNTHIA ELIZABETH MORALES GARCÍA
GEMMA NAYELI ESQUIVEL MARTÍNEZ
ELENA VARGAS ÁLVAREZ





14. Acknowledgments

We thank our donors, partners, volunteers, schools, and families who believe in education as a driver of social transformation.

Thank you for being part of these 20 years of impact.

ALLIANCE SPECIALIZED SYSTEMS
Amigos de Pequeños Ciudadanos
ARSA CONSTRUCCIONES DE LA LAGUNA
BANCO BASE
CIA GECOEL
Consejo de Formando Emprendedores
Contratiempo de Alejandra Tafich (Recaudación de taquilla)
CPA SERVICIOS I
DISTRIBUIDORA ARCA CONTINENTAL
Donantes Campaña Llena la Mochila
EDIFICACIONES ARPA
Empaques Carma
ESSITY HIGIENE Y SALUD MEXICO
FEMSA
FICOSA NORT AMERICA
Financiera Mexi
FOMENTO MORAL Y EDUCATIVO
FUNDACION JESUS M MONTEMAYOR
FUNDACION MAIZ VELARDE
FUNDACION RICARDO ANDRES Y JOSE A CHAPA GONZALEZ
Fundación Mestre
FUNDACIÓN PROMAX
Fundación Treviño Elizondo
GM FINANCIAL DE MEXICO
HEB EN LA COMUNIDAD
INDUSTRIAS PROACERO MONTERREY
JIBE CONSTRUCCIONES Y PAVIMENTOS
LATAM BOX COMPANY
Luis Lazaro
NACIONAL MONTE DE PIEDAD
Prolamsa
SCANPAINT
Secretaria de Igualdad e Inclusión
TREBOTTI



15. Contact Information



Formando Emprendedores ABP



@formando.emprendedores.abp



www.formandoemprendedores.org.mx

