



FUNDACIÓN
origen



ANNUAL REPORT
2016

ABOUT US

“Being a woman means having the courage to continue forward in the face of adversity; it means valuing myself as the great woman, mother, and daughter that I am.”

Cristina Rafael. San Roque Community.
Villa Victoria, State of Mexico.

HISTORY

In 1999, Mariana Baños Reynaud founded **Fundación Origen** as a comprehensive platform for women and their families. The organization offers Human and Economic Development programs to help break the cycle of violence and to diminish Mexico's poverty.

MISSION

Comprehensively empower women that suffer from violence, poverty, or at-risk situations by providing them with the best tools to access better opportunities and to improve their own and their families' living conditions.

VALUES



- **Respect:** We respect the dignity, rights, and capabilities of all human beings.
- **Innovation:** We develop effective programs, methodologies, and strategies to meet the needs of women and their families.
- **Integration:** We work as a team and combine knowledge, talent, and experience to reach our goals.
- **Efficiency:** We meet our commitments with professionalism and assertiveness, always seeking excellence.
- **Transparency:** We legally, ethically, and responsibly manage the resources contributed by our allies and donors.

17 Anniversary



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OVERVIEW OF POVERTY AND VIOLENCE

“Poverty in Mexico
has a woman’s face.”

Worldwide **inequality** has reached alarming rates. Currently, 1% of the world’s population holds more wealth than the remaining 99%. In Mexico, 1% of the population holds 43% of the country’s wealth. Economic inequality and a lack of access to development opportunities can lead to other social problems such as poverty and violence.

In Mexico **55.3 million people live in poverty** and **11.4 million live extreme poverty**. Low schooling and poor working conditions compel 42% of women to work in informal jobs earning less than two combined minimum wages. This inequity affects 3 out of 10 households **headed** by a woman. In formal jobs women earn 35% less than men in equivalent jobs. Further, 70% of young adults that neither work nor study are women.

Social inequality is one of the principal causes of violence around the world. Official statistics estimate that 7 out of 10 women have suffered or suffer from various types of violence. In Mexico, 47% of families live in violence and six women die every day from violence.

It is urgent to work for equity and social justice to create a decent country for all Mexicans, as well as guaranteeing women and girls a life free of violence.



PRESIDENTIAL ADDRESS

In 17 years and through **innovative, replicable and high impact social intervention models** that prevent and treat violence, as well as overcome poverty, Fundación Origen has positioned itself as a leading institution for the comprehensive care of women and families in vulnerable and poverty situations. For us, 2016 was a very important year; we received recognition for our work, we held events with international brands, which confirmed that our work is fundamental for Mexico and it is necessary to continue investing in women. Thank you for your generosity.



Thank **you!**

MESSAGE FROM OUR CEO

In 2016, our **Origin Helpline** attended over **42,000 calls** nationwide, improving the self-esteem and emotional health of our callers, as well as preventing and treating violence in our society. In our Origen Home Centers, through our Community Intervention Model, we provided **32,000 free of cost services** to women, men, children, and adolescents to improve their quality of life.

In alliance with the Secretariat of Foreign Affairs we operated the **We're with You Hotline** and the **Emotional Support Hotline of CIAM**, with the aim of providing a comprehensive telephone counseling service to migrants and their families living in the United States. And, through our **Well Being Origen Program** and the **Origen Corporate Helpline** we improved their office environment and better achieving their goals and objectives.



Catalina Estrada Martí

Thanks for your
trust and support

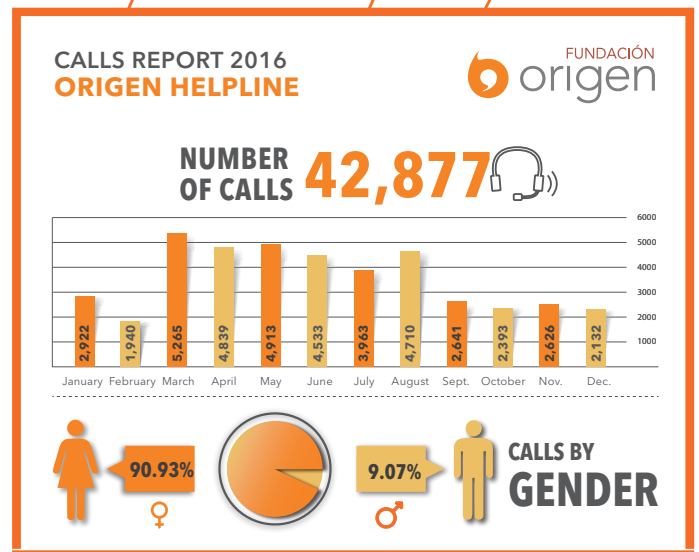
PROGRAMS



ORIGEN HELPLINE 01800 015 16 17

Provides free and confidential psychological and legal counseling nationwide. The helpline also provides personalized monitoring of each case. Each caller is attended through a unique and brief session, and in the most humane and professional manner by a team of psychologists, lawyers, and doctors with ample experience and specialization in crisis intervention.

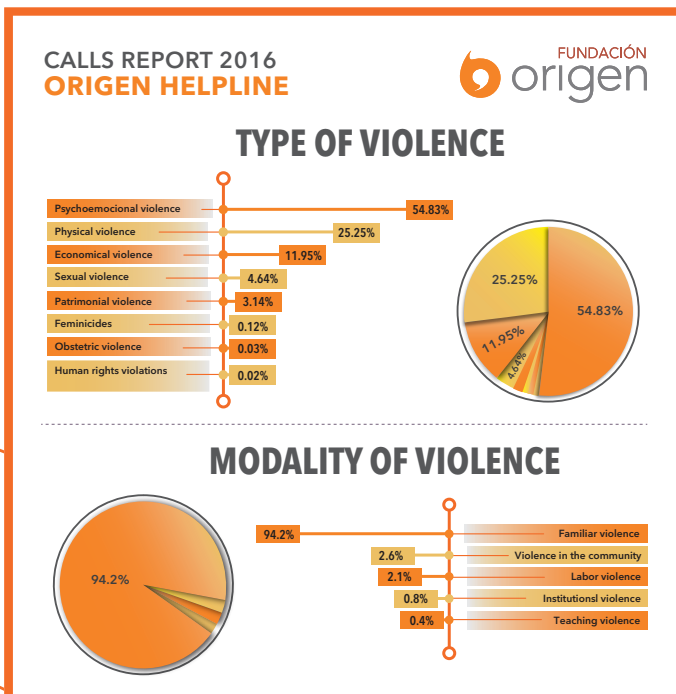
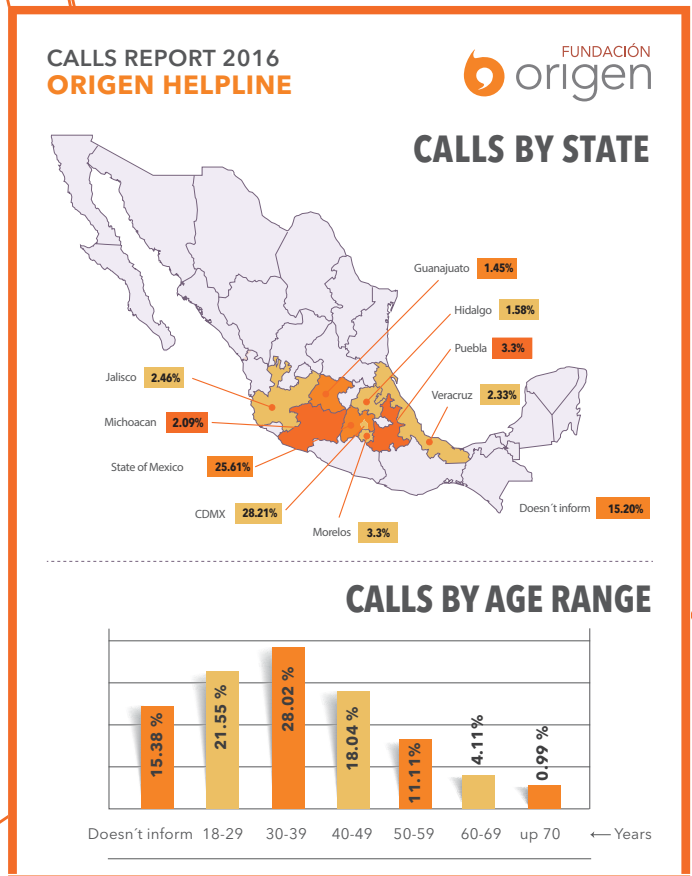
When the case requires in-person therapy, we channel our callers to the most appropriate partner within our network of 6,550 public and private organizations.



In **17 years,**
we have **attended**
556,000 calls

PSYCHOLOGICAL ATTENTION

“ I called the helpline because my husband constantly verbally and physically abused me, he would threaten to take away my children. The psychologist explained that I was a victim of family violence; this was a crime that I could report and request the guardianship of my children. I now know that I am not alone and that the helpline offers professionals that listen and advise me. ”



ORIGEN HOME CENTERS

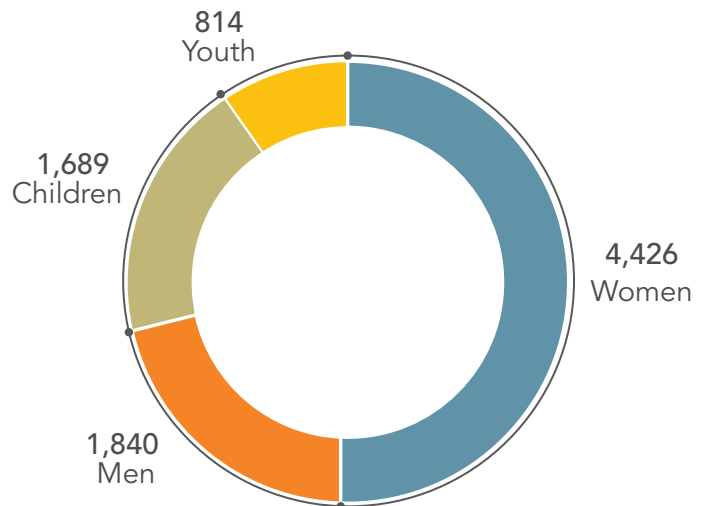
PROGRAMS FOR WOMEN

In our six community centers for the **comprehensive development and empowerment** of women, we offer free-of-cost services to strengthen their self-esteem, improve their family relationships, as well as develop their skills through productive workshops and trainings. These opportunities help generate employment and entrepreneurship, allowing women to improve their family's finances and social mobility.

Our **Community Intervention Model** is made up of the Human and Economic Development, Education, Health, and Community Participation Programs, and is focused on women, their families, and the community. We have presence in 144 communities within 31 localities in 4 states in the country.

“ Six Origen Home Centers ”

8,769
Beneficiaries

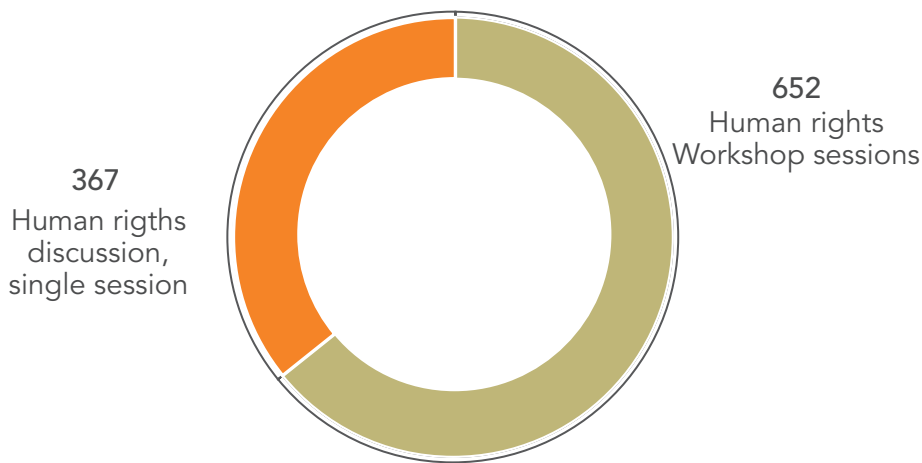


HUMAN DEVELOPMENT PROGRAM

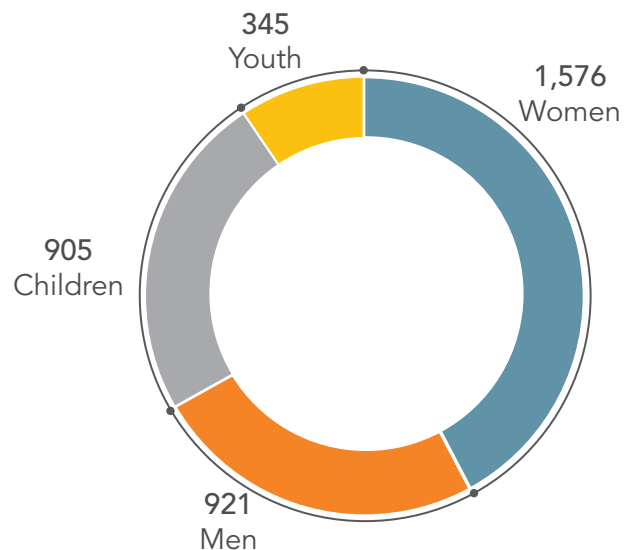
The program aims to comprehensively empower women so that they may break the cycle of violence and foster change within their family and community. Through talks and workshops we strengthen their self-esteem, boost their individual development, and promote intrafamily communication to foster healthy relationships. We offer education, health, and community participation services to improve their personal and family development opportunities.

Human Development Program

70 workshops for women, men, children and teens



Beneficiaries of the Human Development Program

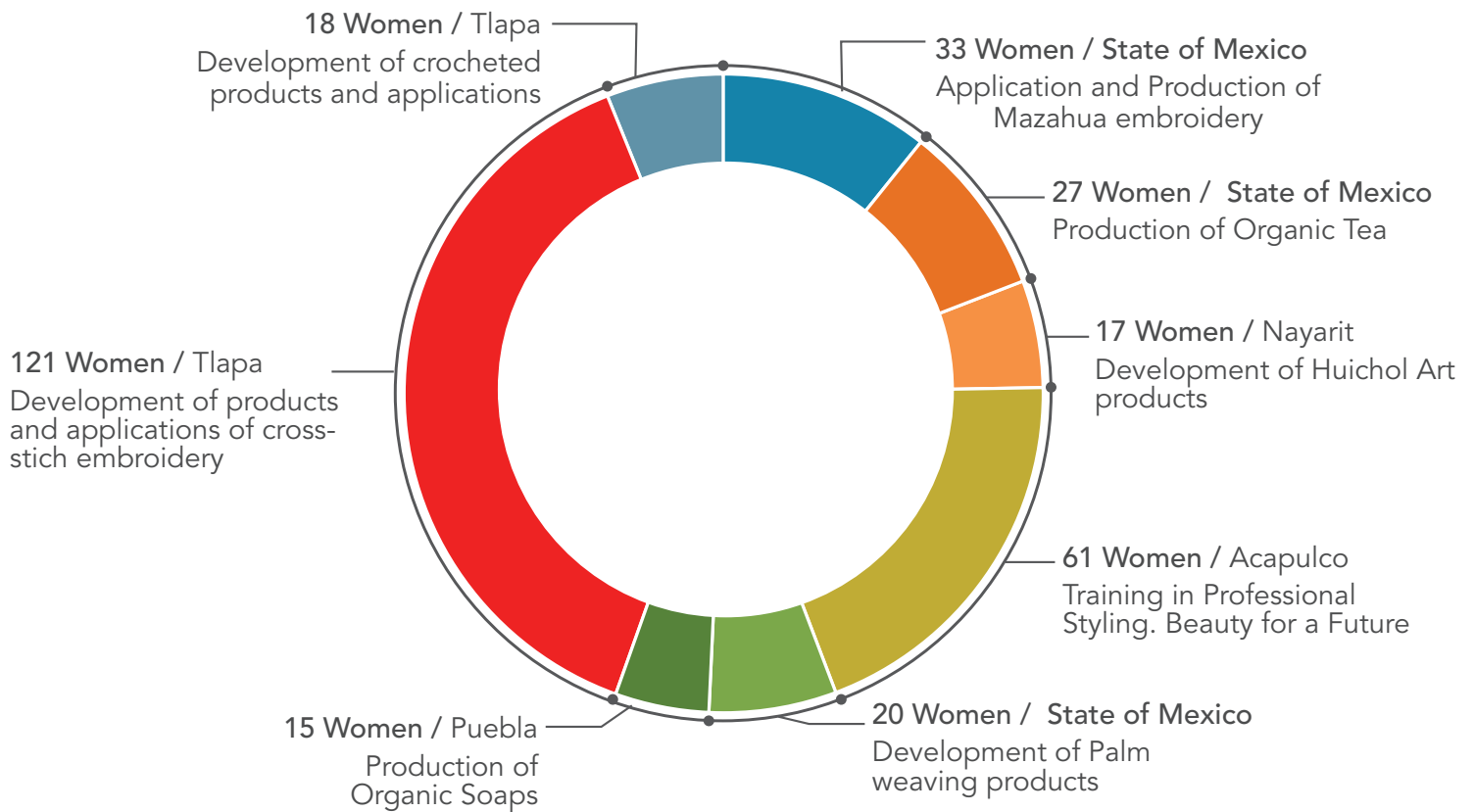


ECONOMIC DEVELOPMENT PROGRAM

We promote the development of their capacities through skills-training workshops. These allow women to produce unique and high quality artisan products, which they sell to earn an income and use to satisfy the basic needs of their families such as nutrition, dress, education and health. The program also offers technical training so the women can become entrepreneurs or obtain formal employment.

A third of our beneficiaries are of indigenous descent and identify with various ethnic groups, such as: **Mixe, Mixteca, Mazahua, Nahua, Cora, Meph'a and Huichol**. In our centers, we encourage the appreciation of their culture and traditions, motivating the women to develop unique artisan products so they can make visible the value of Mexico's indigenous communities and increase their income through sales.

Economic Development Program and Skills Training
22 economically productive groups, 312 women, 604 labor sessions



“In my life, it is very important to be a woman because I have my own liberty. I can work, study, and educate my children with the support of my partner. I know I have rights and that I am important in life. As a woman, I love and value myself as I am. ”

Daniela Reyes. San Roque Community, Villa Victoria, State of Mexico.



In partnership with L’Oréal, we graduated **61 women** as part of the Human and Economic Development Program **Beauty for a Future** that took place in the **Origen Home Center Acapulco**. These women now have the tools they require to obtain a job or employ themselves, and thus can earn an income and improve their family’s financial situation.



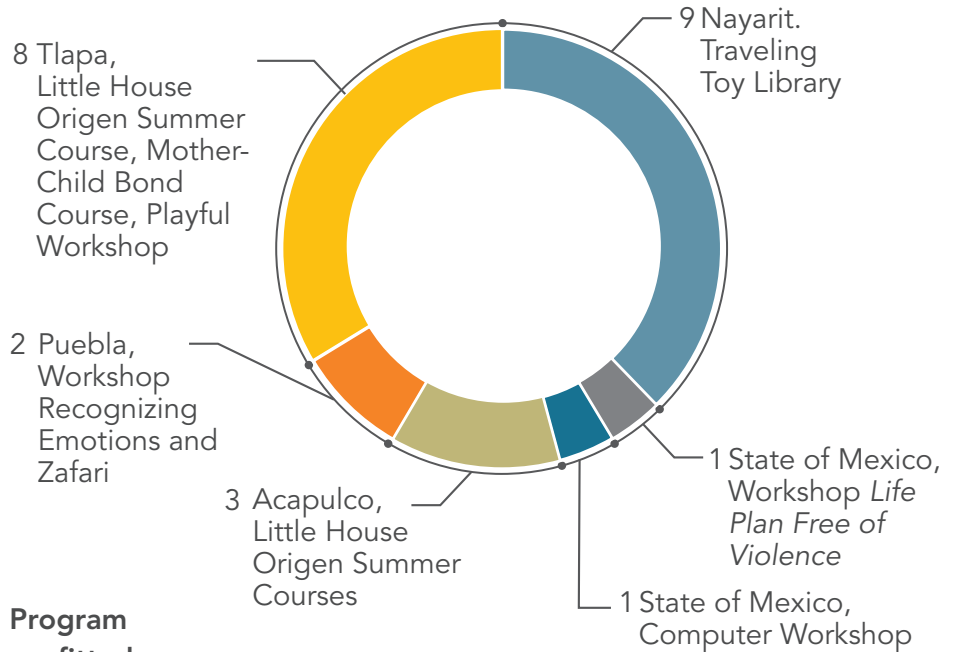


ATTENTION TO CHILDREN PROGRAM

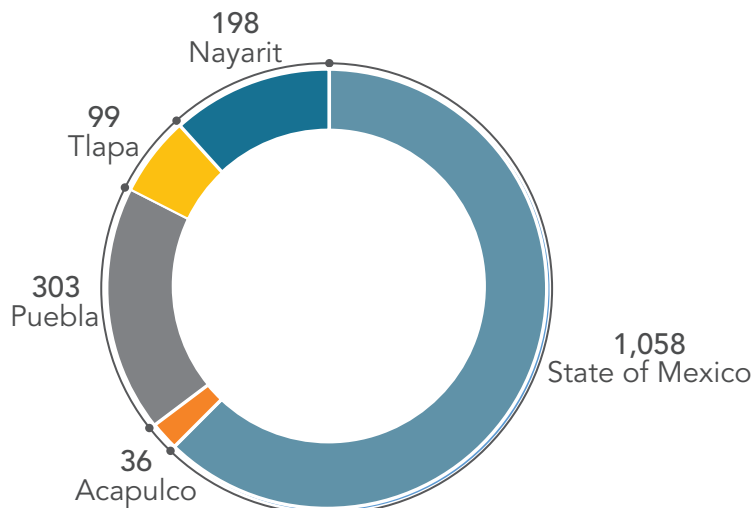
In the Origen Home Centers, we offer a program that seeks to break the cycle of poverty and social exclusion through activities that promote family reunification, education, the building of a culture of peace, care for the environment and one's health, to boys and girls living in marginalized rural and urban communities. While the women attend the various activities offered for them in the centers, their children participate in educational and recreational activities within a safe environment that promotes their development. This year we benefitted **1,689** boys and girls.

This year we benefitted
1,689
 boys and girls

Attention to Children Program 24 Courses and Workshops



Attention to Children Program 1,689 boys and girls benefitted





YOUTH PROGRAM

Young people living in marginalized communities are highly vulnerable. Therefore, we work to make them appreciate and know their rights; we carry out workshops to prevent dating violence, motivate them to design their life plan and offer them training alternatives, such as computer workshops to expand their opportunities and keep them away from risks such as addiction and crime.

we benefitted
814 young people

EDUCATION AND HEALTH

Through strategic alliances with public and private institutions, we offer talks and workshops on nutrition and healthcare, vaccination campaigns, as well as literacy workshops so youth and adults can complete their basic education.



COMMUNITY PARTICIPATION AND PARTNERSHIPS

This year we held **22 community engagement events**: civic, commemorative, and community ties; we established **56 alliances** with federal, state, and local governments, in addition to civil society organizations.

In 17 years, we have provided 581,000 services free of charge to women and their families, positively impacting their emotional health, household economy, and quality of life.

581,000
impacts

“ To be a woman for me is to have no limits and to exist with equality. When I have stumbled, I have picked myself up and found solutions. Being a woman implies responsibility and love. ”

Teresa Segundo. Nuevo Bosque Community, Villa Victoria, State of Mexico.

TESTIMONIES ORIGEN HOMES

ORIGEN HOME STATE OF MEXICO

“After participating in the emotional health workshops, I began attending the embroidery group since all the women in my community know already this skill. Now, I am the leader of the group, I am making my own money, and I am helping other women move forward.”

Graciela



ORIGEN HOME ACAPULCO

“It was fantastic to participate in the workshops Beauty for a Future and Women Entrepreneurs. I am very proud of myself because now I earn my own money and am an example for my children, just like their father.”

Doris

Origen Home Nayarit

“My husband, children, and I worked together to produce 40 ornaments a week and earned 6,000 pesos a month. Thanks to Origen, I no longer have to work in the fields or neglect my children because we now have work in the community.”

Gloria



REPLICABILITY OF MODELS

TALK IT OUT HOTLINE

In an alliance with the National Commission for the Prevention and Eradication of Violence (*Comisión Nacional para Prevenir y Erradicar la Violencia*, CONAVIM) of the Interior Ministry (*Secretaría de Gobernación*), we operate the **Talk It Out Hotline**, which provides free psychological and legal counseling nationwide, via telephone, chat and email, 24 hours a day throughout the year.

We handled
19,640 calls



01 800 Háblalo
4 2 2 5 2 5 6
Porque hablar, ayuda.
Te creo • Te escucho • Te oriento



WE'RE WITH YOU AND EMOTIONAL SUPPORT HOTLINES

We established an alliance with the Ministry of Foreign Affairs (*Secretaría de Relaciones Exteriores*) and the Center for Information and Assistance to Migrants (*Centro de Información y Asistencia a Migrantes*, CIAM) to operate the **We're with you and Emotional Support Hotlines**, which provided clear and timely information in response to the current immigration situation experienced by Mexican expatriates living in the United States with the aim of reducing their stress and anxiety, responding to immigration questions, channeling legal cases, lawsuits, appointments, and cases of aggression to the consular network in the United States.



We handled
3,602 calls



ORIGEN CORPORATE HELPLINE

Thanks to our allies' trust, we have provided the services of the Origen Corporate Helpline to their team members and families, attending 1,072 calls nationwide and providing talks to 315 staff members.

- Genera Foundation (*Fundación Genera*).
283 calls.
- Continental Messaging Service Servicio (*Continental de Mensajería*). 157 calls.
Talk: "Working with Enthusiasm" for 115 members of staff.
- Las Brisas and La Josefina Foundation (*Fundación Las Brisas y La Josefina*). 324 calls.
Talk: "I respect myself, they respect me; promoting a healthy coexistence." For 200 members of staff.
- Gigante Foundation (*Fundación Gigante*).
308 calls.

Thanks for your
trust!

**LA CONFIANZA DE TENER
A ALGUIEN DE TU LADO.**

FUNDACIÓN BRISAS CONTIGO
Ayuda psicológica, legal y canalización médica a tu alcance.
¡Llámanos! Nosotros te brindaremos un servicio integral, personal y confidencial.
Marca al tel: **01.800.015.1617**
de lunes a domingo de 8:00 a 20:00 hrs.

FUNDACIÓN **origen** GRUPO **BRISAS** Fundación **BRISAS**

Fundación
GENERAR

Fundación
BRISAS

Toallas
LA JOSEFINA M.R.
Si secan desde nuevas

**FUNDACIÓN
GIGANTE.**

SCM
el poder de la entrega®

INSTITUTIONAL SUSTAINABILITY



SOCIAL INVESTMENT AND CORPORATE SOCIAL RESPONSIBILITY

The operation of our Origen Home Centers is possible thanks to social investment funds and socially responsible companies that contribute resources from their Social Responsibility Programs to the development of opportunities for women and their families.

Thank you for your
trust and
generosity!



ORIGEN WELLBEING PROGRAM

Currently, a company that invests in its employees improves its work environment and organizational culture. Those who practice Corporate Social Responsibility and internally promote the well-being of their employees, improve the productivity of the company.

Our 17 years of experience and knowledge of human beings allowed us to identify this opportunity for companies and to create the Origen Wellbeing Program to improve the emotional health of staff and their families, which reflects in their professional performance and in the office environment.

In 2016, alongside our allied coaches, we offered the following conferences: "Mom, they are Bothing Me", "Appreciation and Gratitude as the Keys to Happiness" and "Add or Subtract, You Decide" benefiting 2,400 employees.



“To invest in a person, is to invest in a company; thanks to people, companies are possible.”



ACKNOWLEDGMENTS

LAUNCH OF THE COMMEMORATIVE STAMP

In recognition of Fundación Origen's work in favor of women, the Mexican Postal Service carried out the launch of a commemorative stamp titled "Adding Value to Women throughout Mexico's History."



“Women, as human beings, can enjoy freedom simply because it exists, with the same dignity, rights and obligations as men. She is jointly responsible for her care, and for that of her family and society. She has specific qualities that distinguish her, these complement each other to coexist and together build, in all aspects and scenarios of life.”

ISSUE AND RAFFLE OF THE COMMEMORATIVE LOTTERY TICKET

In honor of "International Women's Day", the National Lottery for Public Assistance (*Lotería Nacional para la Asistencia Pública*) issued a commemorative ticket to "recognize the work of *Fundación Origen* in favor of women and in contributing to create a society in which gender equality prevails, where women are treated with dignity, their rights as human beings respected, and their present reality transformed.



INAUGURATION OF THE ORIGEN HOME CENTER VILLA VICTORIA

We fulfilled our dream of opening this community center equipped with: an Embroidery and Sewing Workshop, a Cooking Workshop, Computer Workshop, Playroom and a Multiple Use Room in benefit of over 2,500 women and their families. In this space we will also offer literacy classes, primary and secondary education for adults, and talks on nutrition and health in order to improve the quality of the community. This center is named Ana Erika in honor of **Ana Erika Hagsater**, who was an exemplary mother and wife, and mother of our friend Erika Pacheco, member of the Board.



Our deepest thanks to: Ana Erika Whestphal de Hagsater and Erik Hagsater, Family Baños De Alba, Laura Laviada and Familia, Family Miguel Checa, Marinela Servitje Montull, Francisco Álvarez-Morphy and Family, Family Palomino Blanch, Federika and Lorenza Uthhoff Noriega, The Hojel Schumacher Foundation, Carlos Peralta, Ana Paula Villegas, Luis Pardo Pardo and Wafaa Irani de Trabulce.

“Thank you”



Our Board: Sofía Zepeda, Laura Laviada, Mariana Alvarado, Mónica Zepeda, Marinette Miguel, Norma Aiza, Liliana Arteaga, Daniela Lebrija, Alejandra Gómez, Natalia Blanch, Casilda Chico, Ana Paula Carrillo, Erika Aboumrad, Michelle Jolyt, Concha de Palacio, Verónica Noriega, Nicole Guillén, Ariana Albarrán, Erika Pacheco, Fernanda Elías Calles, Victoria Espinoza.

Organizations and Businesses: Grupo GMI, Home Runs Banamex, Home Depot Metepec, Vasconia, Cristalik, México Reconstruyendo, Inter Community Foundation y Sanilock.



Without your **support**
it would not have been
possible!



CAMPAIGNS

WOMEN OF VALUE

We participated in the selection committee for the *"Women of Value"* campaign which recognized Mexican women that made a difference in society and inspired others with their personal stories.

L'ORÉAL
PARIS

WOMEN IN RESPONSE

As part of the International Day for the Elimination of Violence against Women, the *"Women in Response"* initiative raised funds for vulnerable women.



LET'S BUILD PEACE

As part of the *"International Day for the Elimination of Violence against Women"*, we launched the *"Let's Build Peace"* campaign to raise awareness about the importance of addressing and curbing violence, as well as generating a culture of respect between men and women.



INSTITUTIONAL DEVELOPMENT



RECURRING DONORS

We are grateful for the confidence of the **673 recurring donors**, 502 women and 171 men, from Mexico City, the State of Mexico, Querétaro and Nuevo León; as well as to the companies that grant us monetary donations in support of our social programs.

Thank you for your generosity!



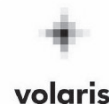
PRO BONO SERVICES

Thank you to the organizations that shared their time and talent through services that allowed us to strengthen ourselves as a nonprofit organization.



IN-KIND DONATIONS

We would like to thank the companies that provided us with pro bono messenger services, toiletries, clothing and furniture, as well as the **116 individual donors** who came to our office to donate clothes, toys, and books.



VOLUNTEERS

We have the valuable support of **volunteers** who helped us in different activities and institutional events, providing over **50 hours of work** to our cause.



Thank you
for your **dedication!**



INTERNSHIPS

We are grateful for the support of the 26 students of various Bachelors and Masters Programs that contributed **10,080 hours of work** to the programs and projects of the organization as well as **1,200 hours of therapy** in the Origen Consulting Space, serving **23 patients** through **342 individual therapies**.



Universidad de las Américas
Ciudad de México



UNIVERSIDAD
PANAMERICANA

centro.

Thank you for choosing our
cause and for helping us reach more
women and families that need us!

ALLIED MEDIA

We would like to thank the media that helped us raise awareness for our work and for the results of our programs and campaigns. Thanks to your support we can reach more who need help.

EXCELSIOR
EL PERIÓDICO DE LA VIDA NACIONAL

canal once
INSTITUTO MEXICANO DE RADIOVISIÓN

Reader's Digest

tv azteca

Grupo Fórmula

R Chub

Quién

PM
ONSTREET

Televisa

IMER
INSTITUTO MEXICANO DE LA RADIO

EL FINANCIERO
en colaboración con Bloomberg



canasable



ORIGEN PRODUCTS

We support the women trained in our Origen Home Centers in the sale of their products by connecting them with people and companies that value the time, quality, and beauty of artisan products. Thank you for choosing Origen Products and by helping women improve the economics of their household.



To be a woman is to have courage to be responsible, to respect others and accept myself as I am.

Norma Vilchis. Los Cedros Community,
Villa Victoria, State of Mexico.

Agradecemos a las empresas y organizaciones que nos invitaron a participar en eventos para dar a conocer la labor de Origen e impulsar la solidaridad y la corresponsabilidad entre sus miembros.

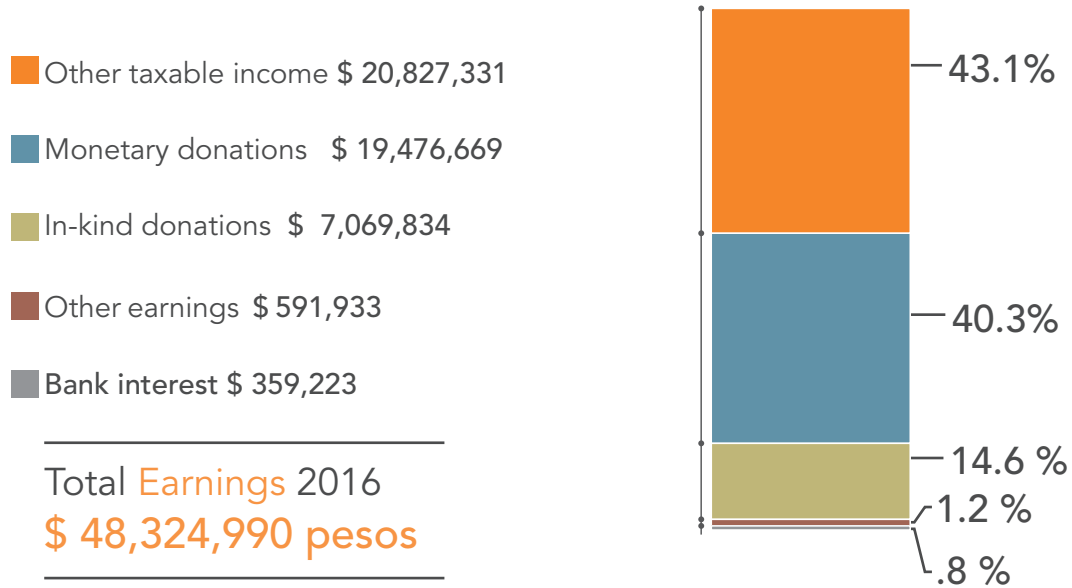


Thanks for choosing Origen products to help women!

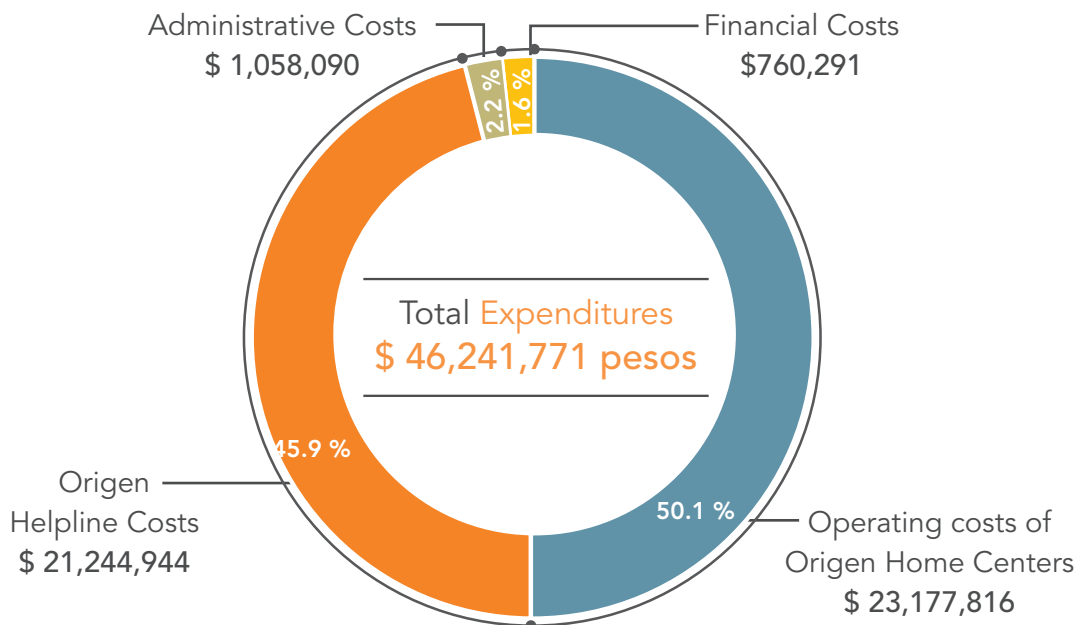


FINANCIAL REPORT

The Financial Statements are audited by SPC Accountants and Lawyers, (SPC Contadores y Abogados, EuraAudit International), in accordance with the Mexican Financial Reporting Standards.



DISTRIBUTION OF EXPENDITURES



INSTITUTIONAL DIRECTORY

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ASSISTANT TO THE PRESIDENT Evelyn Mendoza Razgado.

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QUALITY ASSURANCE Maricela Hernández Arellano

HEAD OF INSTITUTIONAL LINK Renée Mondragón Gómez

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LEGAL Raquel Echeverría Flores. Directora Jurídica.

EXTERNAL CONSULTANTS Adrián Ruiz de Chávez. Strategic and Institutional Planning.

Program Origen Helpline Helen Selicoff. Ivonne Panquetin

Allied Coaches

Sylvia London. Carolina Nieto. Margarita Tarragona. Maruca Serrano. Ricardo Otero

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VOLUNTEERS

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JOIN ORIGEN

AS A DONOR

Support us with monetary or in-kind donations. Your monetary donations are tax deductible.

AS A COMPANY

Invest in our programs to improve the lives of disadvantaged women and families. Designate a portion of a product's revenue to Fundación Origen, purchase Origen Products or hire our Origen Wellbeing Program.

AS A VOLUNTEER

Donate your time and talents in support of our programs and events.



AS MEDIA

Help us raise awareness of our programs, services, and results in favor of women.

WOULD YOU LIKE TO LEARN MORE?

Subscribe to our newsletter [NOTI ORIGEN](#).





Being a **Woman** is
having the **courage**
to go **ahead**

“ If you invest
in me, I can be
the future ”



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www.origenac.org

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