

FUNDACIÓN
origen

ANUAL REPORT 2015





Women is
essential to generating
the social progress
that Mexico needs



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PRESENT DAY SITUATION OF WOMEN IN MEXICO

“A special thank you to all those anonymous heroes that fight to improve their lives and that allow us to be a part of their struggle ”

DATA ON POVERTY

“Poverty is an inevitable but painful reality that primarily affects women and impedes the full development of communities.”

Poverty, one of the most serious problems worldwide, affects 12.8% of the population, equivalent to 900 million people. Violence is a social cancer that affects 76% of women worldwide.

In Mexico, poverty has a female face; investing in women is essential to generating the social progress that Mexico needs and deserves. It is proven that women better administer their household income and invest the majority of it in their children’s education.

In our country, 70 million of its 118 million inhabitants live in poverty.

- Women head 3 out of 10 homes.
- 42% of women work outside the home.
- 17% lack formal education.

- 24% of women hold a college degree.
- 87% of women exit the formal economy and no longer receive an income after taking a partner.
- Educated women earn 35% less than their male counterparts.

“Investing in women is a guarantee of success; it’s investing in families and in the development of the global economy; women are the fundamental factor for generating the change Mexico requires.”



DATA ON VIOLENCE

“Violence toward women is a social cancer that affects the victim, the family, and society as a whole.”

Violence generates violence; this is the reality that has continued to generate itself for years and that forms part of our culture and the way we relate to one another. This phenomenon exists due to the lack of social conscious on the inherent value and the dignity that every human being possess. Violence can diminish to the point of nonexistence if preventative, effective, and immediate actions are implemented to promote a culture of respect and peace between all human beings.

The data indicates **that 47% of Mexican families live in violence.**

- 7 of every 10 women have suffered some form of violence.
- 6 women are murdered every day as a result of violence.
- 14% of girls nationwide, over 100,000 a year, are forced into marriage.
- Suicide is the second leading cause of death for women between the ages of 15 and 29.
- We hold the first place in bullying worldwide which affects over 18 million students annually.
- On average, violence costs countries 4% of GDP.
- Violence toward women, -girls, adolescents, and adults- annually costs the country 2% of its gross domestic product (GDP), equivalent to 341 billion pesos, primarily spent on medical expenses.

Sources: Encuesta Nacional sobre la Dinámica de las Relaciones con los Hogares 2011. INEGI, 2011; Forbes 2015; World Health Organization and the Pan American Health Organization; Encuesta de Cohesión Social para la Prevención de la Violencia y la Delincuencia, Consejo Nacional de Población.

“If we can respect every human being as equal and recognize their dignity, we can create a culture of respect among men and women; only then can we deliver to our children and to Mexico the situation and conditions they need to enjoy social peace. A society that ensures these ideals will have responsible and joyful citizens that live and work in a country full of opportunities for all.”

MESSAGE FROM OUR PRESIDENT

The issue of violence against women has become visible thanks to the commitment of thousands of people as well as the work and call-to-action of organizations that work in favor of women. In many different countries there are currently emerging movements that aim to sensitize the world's population on this problem and its consequences. These movements are working to abolish inhumane and unjust practices, and to invest in the education of women in order to break the cycle of violence. This widespread effort has made it possible to influence public policy and to create laws that eradicate this social cancer.

Sixteen years ago, when pro-women organizations did not exist, I decided to work on behalf of women, which is how **Fundación Origen** was born. Since then we have fought to ensure that all women know how valuable they are and all that they can accomplish in order to fully develop and be happy. We are aware and convinced that through the preventative and effective actions of our programs, which begin with the family, we can generate a culture of peace, equality, and respect among all human beings; always treating women with equal dignity and incalculable value.

Poverty and violence can be diminished and eradicated if we combine the necessary resources and efforts. We cannot fail if we invest in strengthening women and their self-esteem.

Women are one of the fundamental pillars of family and society, they are the primary transmitters of universal values in the nucleus of the family, and thus, in society. It is she who initiates change for everyone. She has the special capacity to maintain a family united, which **decreases the risk of violence and prevents delinquency**. An **educated woman, with the possibility for development and opportunities**, strengthens the education of her children and creates for them new opportunities. Women are capable of rebuilding themselves when they are conscious of their value, their dignity, and their rights. In Origen, we work toward for her **comprehensive development**. **Investing in women is synonymous with the generation of peace and wealth**.

We are and wish **to be the best partners** for the growth and greatness of women. Through **our Origen Helpline and Origen Home Centers**, we promote their capacities and talent in a comprehensive manner. Through our **human development** programs, we work alongside women to **strengthen them, to make them aware of their immense value**, and to help them build the confidence they need in themselves to make the

best decisions. Through our **economic development** programs, we build women's local and collective skills and create economic opportunities for the sale of **their locally-sourced and socially-conscious products**. By **training women in various trades**, we help them obtain **employment** and generate **self-employment** which then allows them to substantially increase their household income as well as invest in the education and quality of life of themselves and their families.

Thanks to the donations we have received from our generous donors and to the development of public and private partnerships, we are creating more opportunities for the growth for our users, women, which we are convinced are the **decisive and most significant element for the economic development and social mobility of Mexico**.

Our commitment in **Fundación Origen** is to continue working to reach more women, to **provide them with the support and hope they deserve**, to accompany them in the **holistic transformation of their lives, and to positively empower them**. We would like for this call-to-action to be heard across Mexico as supporting women is imperative to achieving greater development. We are confident that peace and wealth are possible. We are convinced that **investing in women is the most effective strategy for achieving the development of our country and for generating a social fabric that at all times promotes the desire for improvement and guarantees a culture of peace**.

“ May all the women of Mexico know that there exists an organization for them and one that will always support them. ”

Mariana Baños



BOARD OF DIRECTORS

We profoundly appreciate the commitment of our Board of Directors. Thanks to their tireless effort, we have consolidated Fundación Origen and have reached the goals we proposed ourselves, creating substantial improvements for our country's women. We have worked hand-in-hand to create better conditions and opportunities for the comprehensive development and goals of women.

¡Thank you
for your advice
and generosity!



MESSAGE FROM OUR CEO

Fundación Origen has achieved great results during its **16 years of uninterrupted work**. Since 1999, it has devoted its efforts to benefit Mexico's women living in situations of poverty and violence. Always working from a comprehensive perspective, our experience has proven that placing the **human being at the center** of development, respecting their dignity and integrity, in addition to their rights as human beings, can create a country where all people live **free of violence** and **all people possess opportunities for positive economic development**, in which inequality is far from what we experience today.

In 2015, we have set out to **strengthen and professionalize** the organization through a **strategic planning process** which includes clear objectives, which so far have rendered great results.

Our **Origen Helpline** is the **only service** of its kind nationwide. In 2015, we serviced over **54,000** calls through our Intervention Model. The Origen Helpline is a **replicable and high-impact model**. In 2014, in partnership with the federal government, specifically the Mexican Secretariat of the Interior and the National Commission for the Prevention and Eradication of Violence against Women (*Comisión Nacional para Prevenir y Erradicar la Violencia contra las Mujeres, CONAVIM*), we launched the **Talk It Out Helpline** in support of President Enrique Peña Nieto's initiative to prevent and combat violence against women. In 2015, the **Talk It Out Helpline** attended over **32,000 calls** nationwide, day and night, **365 days a year**.

In our **Origen Home Centers**, we offer **human and economic development** services for the **comprehensive empowerment** of our beneficiaries. Similar to the helpline, it is a high-impact and replicable model that has generated measurable changes in the **100-plus communities in which we work**.

Achieving our **sustainability** is another of our strategic objectives as we believe it is fundamental to the permanence of our organization. We continue to offer and operate services focused on the well-being of our corporate partners' staff.

We launched a new high impact initiative, the **Well-Being Program**, which offers distinct services to companies that wish to contribute to the **well-being of their team members** and to the creation of a **positive organizational culture**; conferences, workshops,

seminars, one-on-one coaching, and **the Origen Corporate Helpline**, which provides psychological and legal support via telephone, make up our corporate services.

Investing in women is fundamental for generating social and economic change in our country. **I invite you to continue promoting these values so that together we may generate opportunity and hope for Mexico's women living** in poverty and violence.

A special thank you to our Board of Directors, without your support we would not have achieved these results; thank you for your commitment, time, and effort. I would like to thank, in a very special way, the team members of *Fundación Origen* that with their daily professionalism, passion, and commitment

drive our organization forward. Thank you to all the institutions, partner companies, donors, volunteers, advisors, and friends that have believed in **Fundación Origen**, and that have helped us build what we are today.

“To educate a woman is to educate a family. If we educate our families, we will educate Mexico.”

Catalina Estrada Martí



ABOUT US

HISTORY

In 1999, Mariana Baños Reynaud founded **Fundación Origen**, a comprehensive platform for women that offers programs for their emotional health and empowerment, as well as training in various crafts and skills for the generation of employment and self-employment. The objective of these is to break the cycle of violence and to diminish their poverty situation.

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 improve their own and their families' living conditions.

VISION

- **We are** a pioneer organization in addition to a national and international thought-leader on the attention and dialogue for women. We are recognized for our innovative methodologies and models, which generate positive impacts and social change in the lives of women suffering through violence, poverty, and at-risk situations.
- **We offer** a solid platform for women, which promotes their respect, dignity, and rights as human beings. By focusing on their human and economic development, the platform strengthens their self-esteem, enhances their capacity for love and for educating their family.
- **We ignite** and promote a culture of peace and equality, encouraging the respect for the dignity of women and the respect of their rights as humans in every aspect of their lives.



PROGRAMS



PROGRAMS



ORIGEN HELPLINE 01800 015 1617

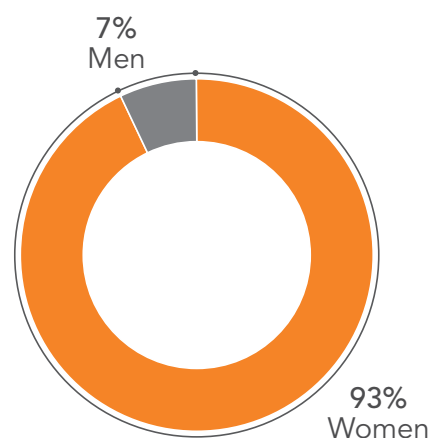
It is a 1-800 number that provides **free and confidential psychological and legal counseling nationwide**. In addition to counseling, the helpline provides personalized monitoring of each case. Each person that calls is a real story with unique and often times serious problems, each of which is attended in a humane and professional manner. Our intervention model provides emotional guidance and crisis intervention through a brief, single therapy session. Our team is comprised of college graduates with degrees and ample experience in psychology and law. **They attend, as many times as necessary, the individuals who wish to speak to them.** When the case requires, we channel our callers to the most appropriate partner within our network of **6,550** public and private organizations.

Psychological attention strengthens the self-esteem of individuals, allowing them to make adequate decisions, to believe in themselves, and to improve their family and partner relationships. Through legal advice, we strengthen their knowledge of their rights and provide updated information on legal processes.

Throughout the years, we have developed a methodology as well as protocols that are not only unique in the country but that also guarantee the success of the intervention. Our attention model is registered under the Mexican Institute for Intellectual Property (*Instituto Mexicano de Propiedad Intelectual*,

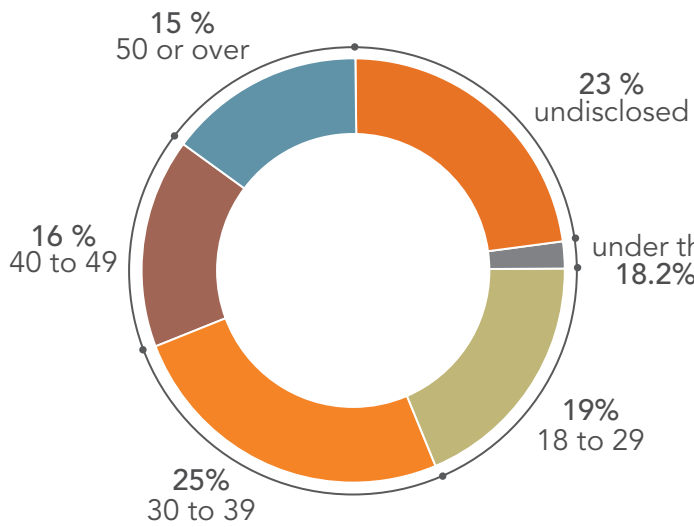
IMPI) and has won numerous awards for its excellence. Due to its effectivity, it has been replicated throughout different portions of the population by our public and private partners. In 2013, we began operating the **Talk It Out** helpline, a project of the Mexican Secretariat of the Interior and the National Commission for the Prevention and Eradication of Violence against Women (Comisión Nacional para Prevenir y Erradicar la Violencia contra las Mujeres, CONAVIM); the helpline attends women in situations of violence. The **Enough Mx Helpline** attends cases of bullying and was promoted by our society, corporations, and the Executive Secretary for the National Public Security System of the Mexican Secretariat of the Interior. From 2004 to 2007, we operated the Call Center **Life without Violence** in alliance with the National Institute of Women (*Instituto Nacional de las Mujeres*).

Results Origen Helpline



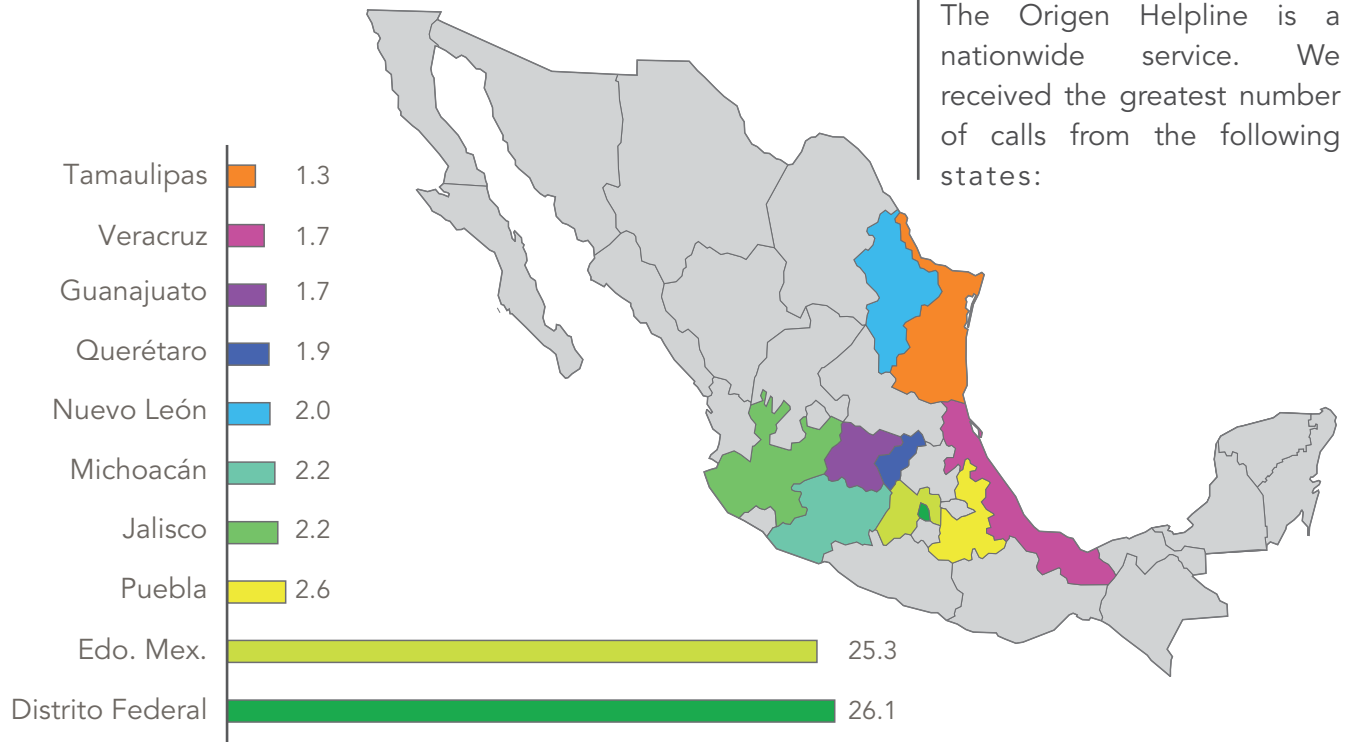
In 2015, we attended
54,711 calls

Age Range of Users

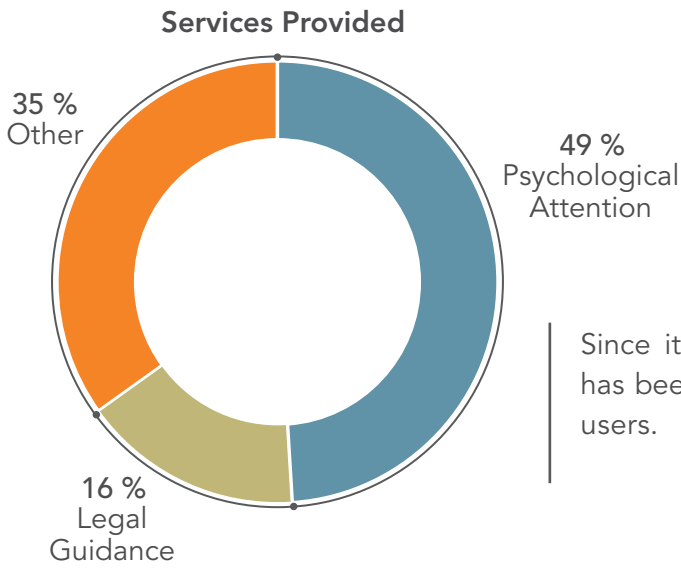


60% of the users attended through the Origen Helpline were between the ages of 18 and 49.

Greatest number of calls by States



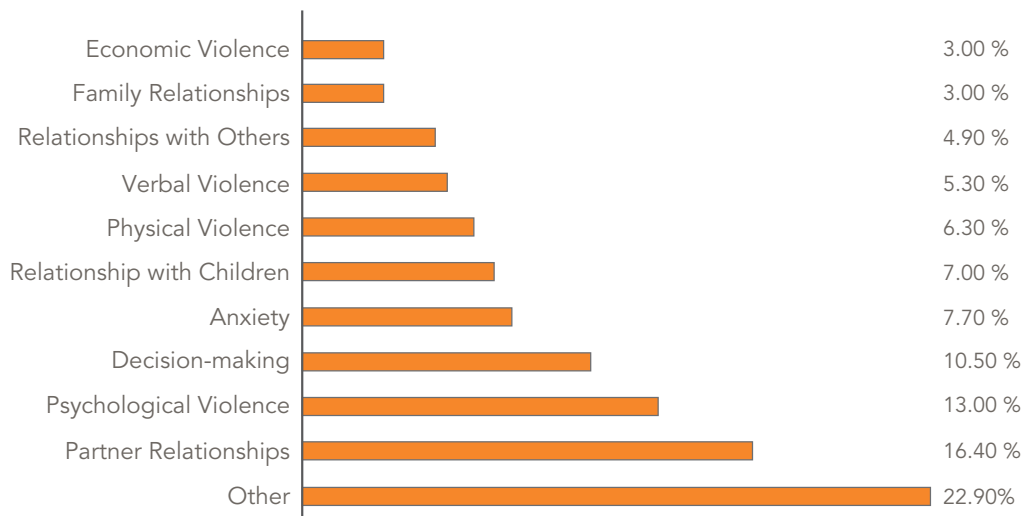
The Origen Helpline is a nationwide service. We received the greatest number of calls from the following states:



Since its launch, psychological counseling has been the primary service requested by users.



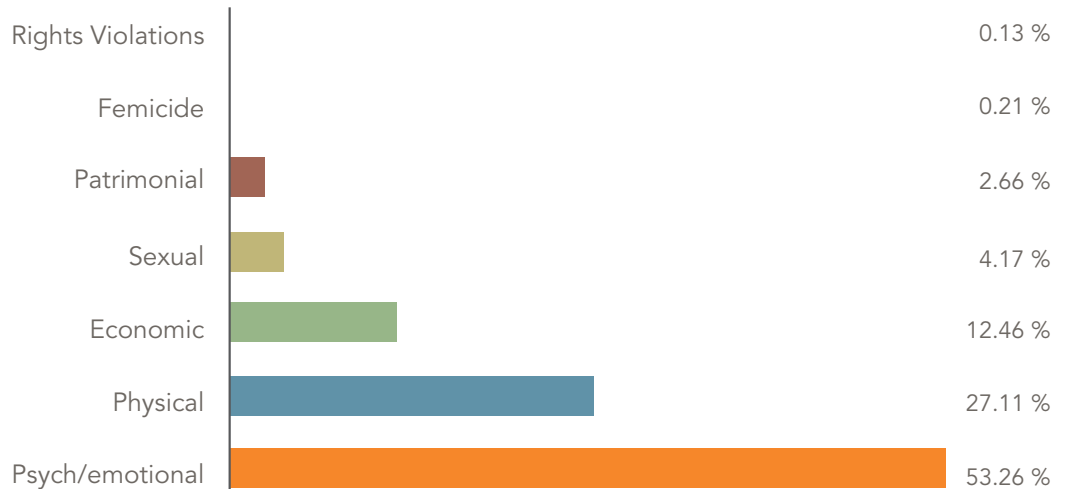
Recurring Topics during Psychological Calls



39.9% of the calls attended through the Origen Helpline were related to decision-making, psychological violence, and partner relationships.

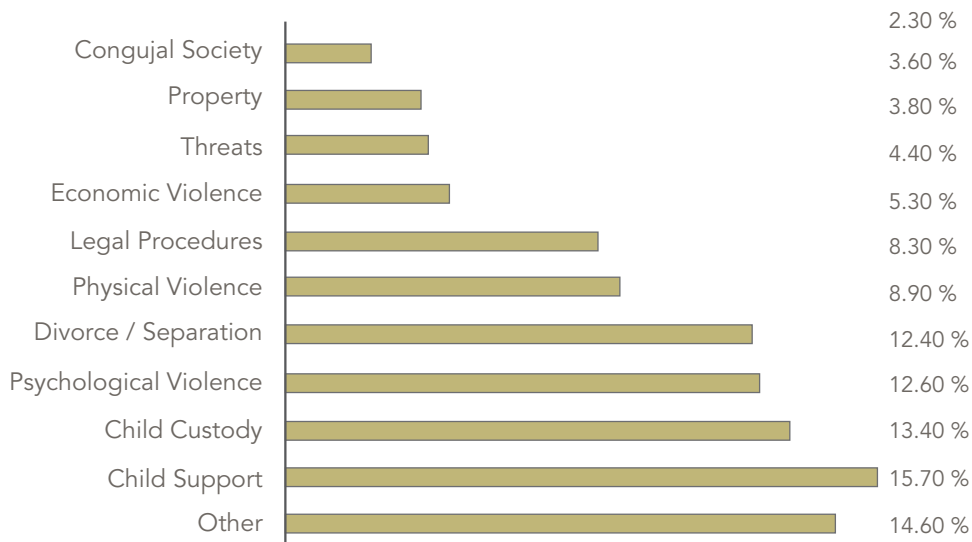


Type of Violence Attended during Calls



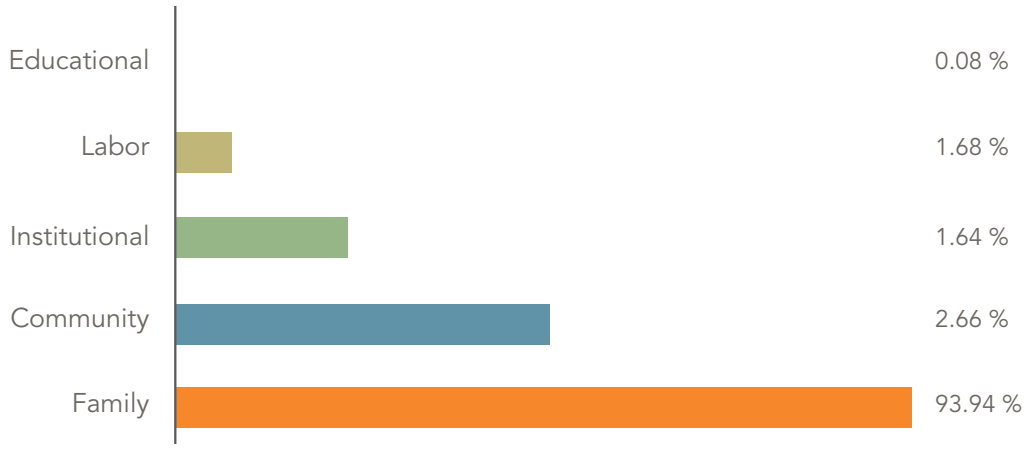
92.8% of callers reported having experienced psych/emotional, physical, or economic violence.

Legal Guidance



54% of legal guidance calls were related to divorce/separation, psychological violence, child-custody, and child support.

Spheres where Violence Most Commonly Develops



The family environment is the leading sphere in which violence develops. As such, we must invest in women in order to modify the patterns of violence that they experience within their families and that have been inherited from generation to generation.

In **16 years**, since the launch of the **Helpline**, we have **attended 570,000 calls nationwide.**



TESTIMONIES FROM THE ORIGEN HELPLINE

“My name is Jade; I called the Origen Helpline because I tried to commit suicide and because I have problems interacting with others. It is difficult for me to concentrate at school and I have been unable to find a job. No one knows what I am going through, my boyfriend passed away in a car accident and I have not wanted to speak to anyone about it. I attempted to kill myself but fortunately, I did not succeed. My family could not understand my reactions, my aggressiveness, or my depression until I was able to speak to my sister. She helped me and told me that I needed to see a professional. I felt that I needed help, I no longer wanted to feel this way, although I was unsure if I would ever be able to find peace. I am scared but I want to continue moving forward, I want to overcome the loss and emptiness I feel when I remember that he is gone and that I will never see him again.”

Our work with Jade primarily focused on validating her feelings, her pain, and on decision-making so that little by little she could feel better and feel accompanied through her pain. The relationship with her family improved as she was able to explain to them what she was going through and as a result, felt their support. She now gets along better with them and has been able to recover her sleep pattern. With the help of one of our psychologists, she was able to establish goals for her life plan, such as: going back to school, obtaining employment, and even opening herself up to the possibility of dating someone else. For the time being, we continue to work on the acceptance of her loss as well as options for feeling better instead of returning to suicide as a way to end her pain. She has learned to accept pain as part of the healing process; she also continues to focus on overcoming the death of her boyfriend and accepting that she may one day love, marry, and be happy with someone else.



We would like to thank the following organizations, companies, and institutions that have invited us to participate in various events to promote the work of Origen and the services offered through the Origen Helpline.

- Carrera de la Familia
- Carrera de Centro de Integración Juvenil, CIJ
- Capacitación a la Red Materno Infantil
- Feria de la Salud para la Mujer
- Torneo Telmex
- 15vo. Congreso de la Mujer
- Semana de la Salud "Wake UP"
- 15 Aniversario de IRMA, A.C.
- 4° Congreso Internacional de Liderazgo y Voluntariado
- Feria de Promoción de la Salud para la Prevención de la Violencia

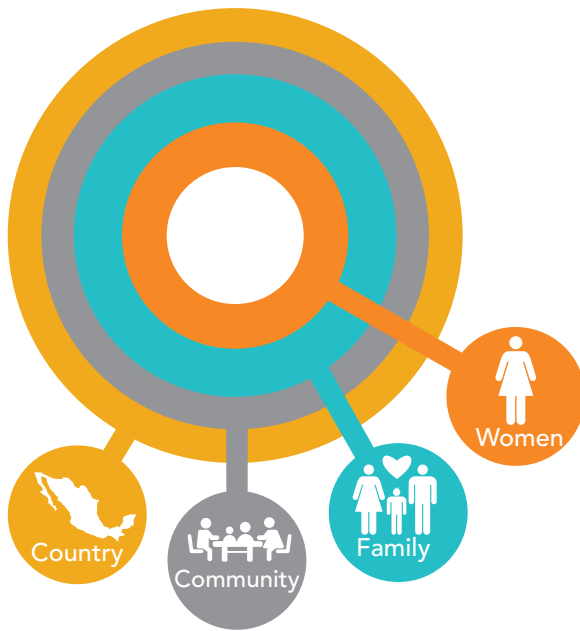
Origen Home Centers





In 4 states
120 communities
served

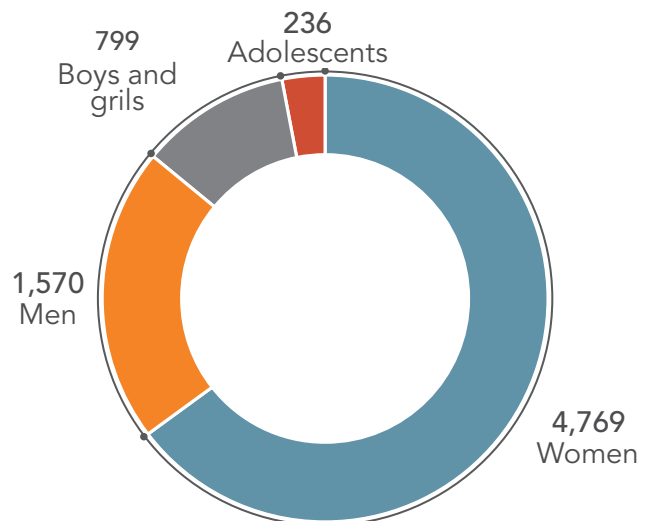
ORIGEN HOME CENTERS

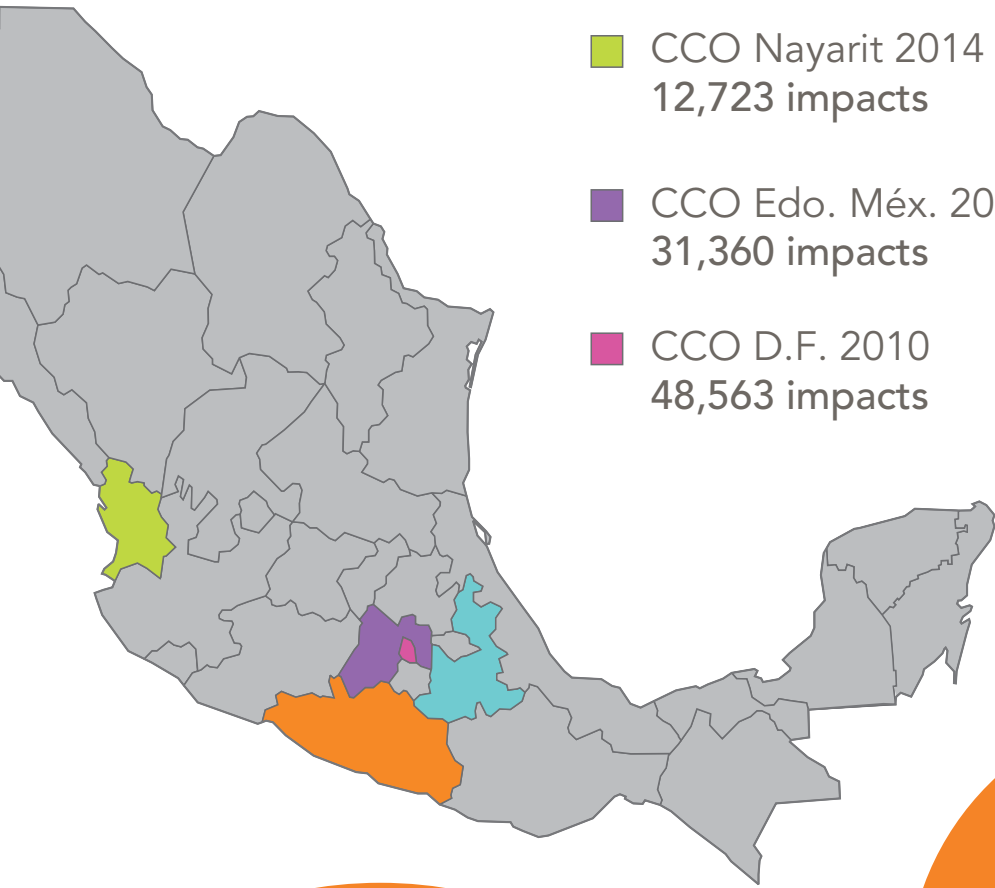


They are community centers for the **comprehensive development and empowerment** of women. They are centered around women, their families, and communities. The centers operate on the premise that empowered women can educate and guide their children, and together transform the reality of their communities.

We currently operate **six Origen Home Centers** in the **following 5 states of the Mexican Republic**: State of Mexico, Nayarit, two in Puebla (the first in San Miguel Acuexcomac and the second in the City of Puebla), and two in Guerrero (one in Tlapa de Comonfort and the second in Acapulco, where we offer different programs).

Total Number of Beneficiaries: 7,229





■ CCO Nayarit 2014
12,723 impacts

■ CCO Puebla 2010
48,563 impacts

■ CCO Edo. Méx. 2010
31,360 impacts

■ CCO Acapulco 2013
11,148 impacts

■ CCO D.F. 2010
48,563 impacts

■ CCO Tlapa 2008
71,053 impacts



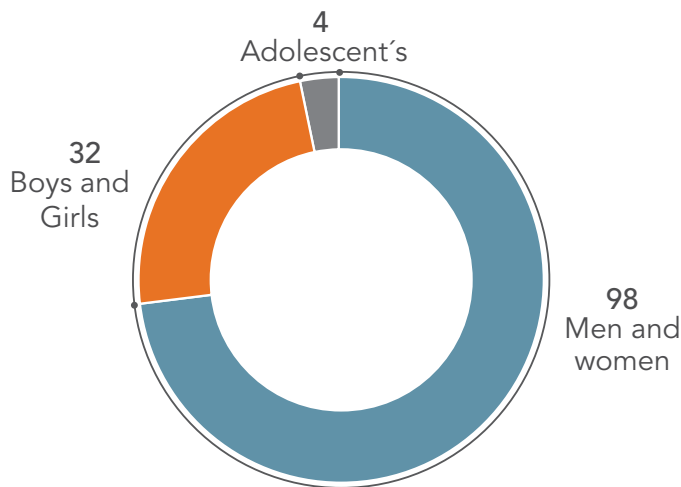
“ Six Origen
Home Centers ”

PROGRAM FOR WOMEN



The Community Intervention Model (MIC) begins with the **Human Development Program**. Through an established curriculum and activity plan, the program aims to holistically empower women in a human dimension and help them break the cycle of violence. The program activities, which include workshops and seminars, strengthen their self-esteem, propel their individual development, and encourage their communication with family members and partners in an effort to prevent interfamilial violence. The activities also promote self-care and the improvement of dietary habits which then drive community development. The program helps women gain the confidence they need to **break the cycle of violence** and to be more conscious of the immense possibilities they have as human beings.

130 Human Development Workshops

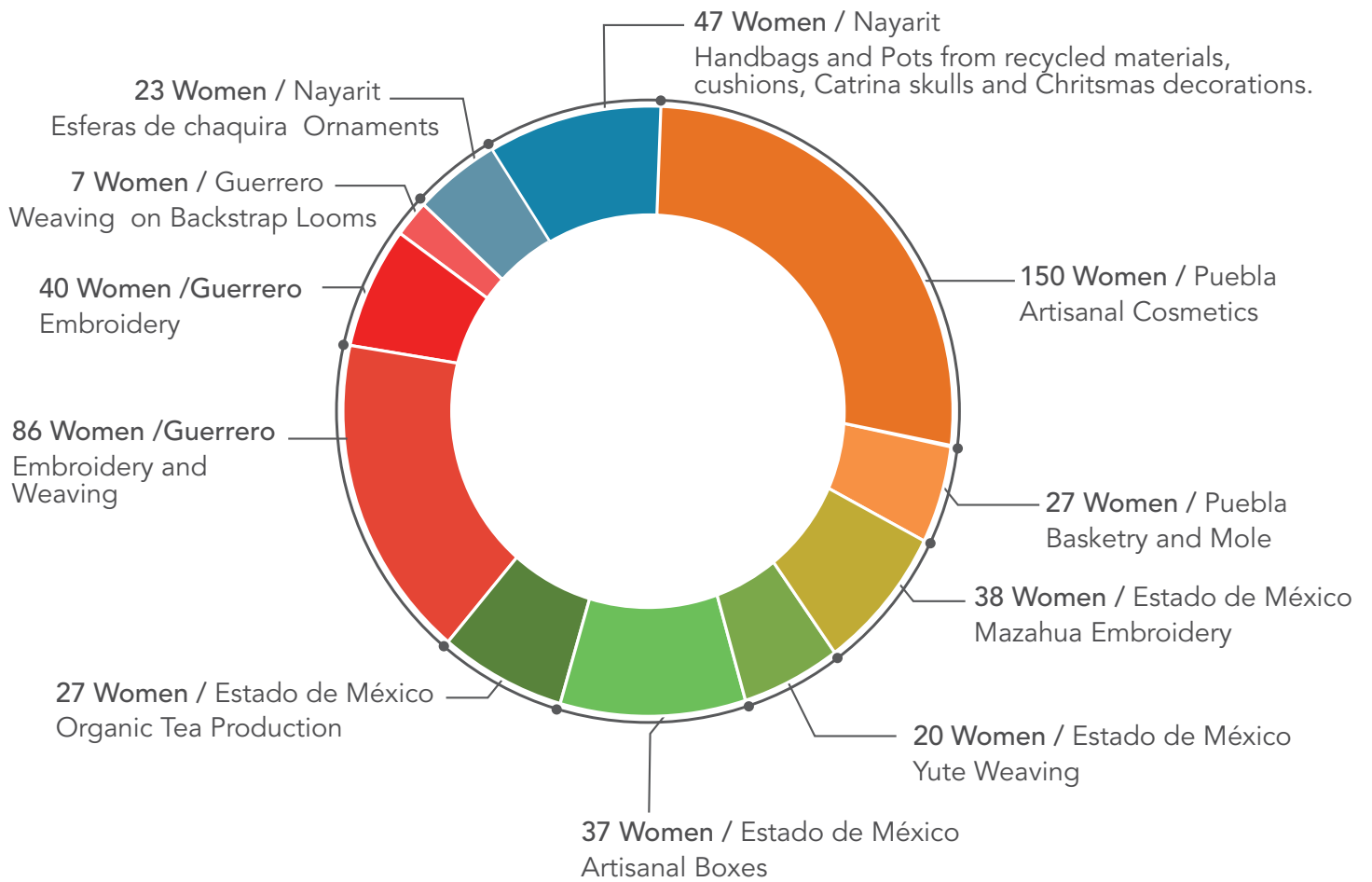


1,281 Human Development Sessions

Once women are empowered, they enroll in the **Economic Development Program** to develop their **entrepreneurial skills**. They are trained to create products and articles with the characteristics and the level of quality necessary to be profitable in various markets. They also receive information on business basics which help them generate a **monthly income of \$3,000 Mexican pesos**. The Economic Development Program **decreases their level of poverty** as well as offers **training in skills** such as: cooking, sewing, and cosmetology. It guides the women through the learning process with the aim of helping them obtain **employment or become self-employed**, all without neglecting their children.

“To leave the circle of violence”

26 social entrepreneurial groups, 502 women, 427 work sessions



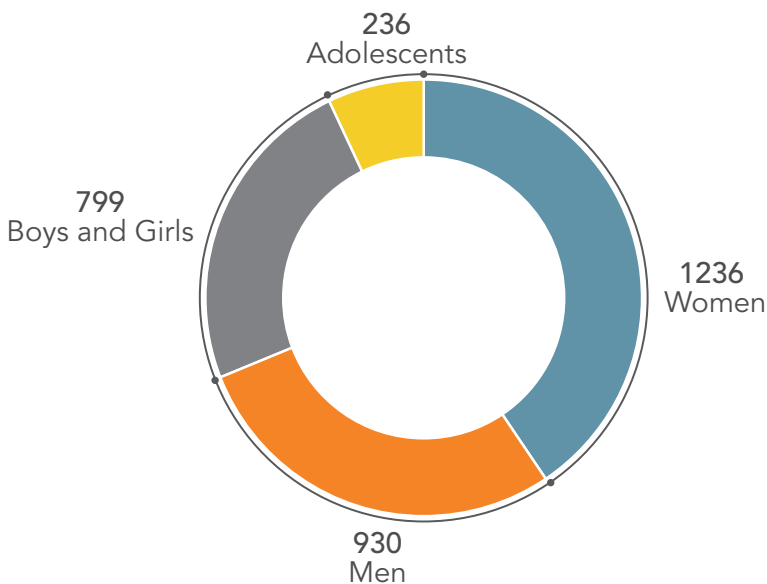
In our **Origen Home Centers**, we teach new patterns of culture and education. These reflect new forms of relating to one another, and of relating to families and their surroundings. We achieve the **holistic empowerment of women** through these mediums and programs, **diminishing poverty, violence, and educational gaps**. Through **"Origen Promoters"**, we provide our users with health, education, and the opportunity to become facilitators and agents of change within their communities.

CHILDREN'S PROGRAM

A woman is always with her children, they are inseparable. Children need the presence, love, and guidance of their mothers, this we know at Origen, which is why we work in parallel with boys and girls. We offer a series of activities that strengthen their self-esteem, their emotional health, and we accompany and support their comprehensive development through learning games. In 2015, we benefited 799 boys and girls.



The Human Development Program
Benefitted 3,201 Individuals



In **2015** we
benefit **799**
boys and girls.

ADOLESCENT'S PROGRAM

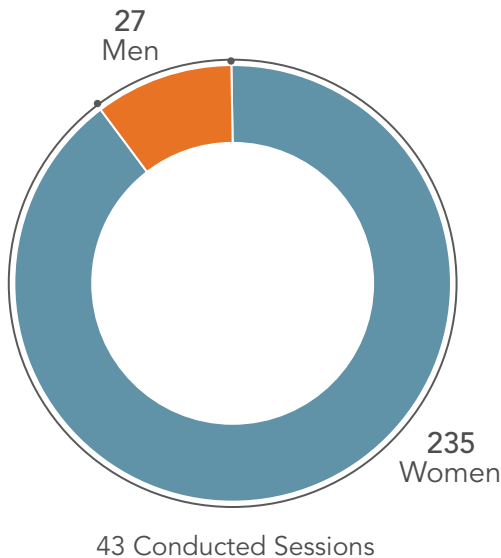
Youth are our country's hope. In Origen, we are convinced that working with youth guarantees the improvement and change that our society needs. Youth are an extremely at-risk population which is why we work with them to prevent violence and delinquency. We equip them with the information and motivation they need to focus their potential on positive outcomes. Our goals are to improve their education, their physical and emotional health, to promote respect and equality between men and women, as well as to teach youth about the inherent dignity we all have as human beings. The above allows us to contribute to their protection and their holistic development.



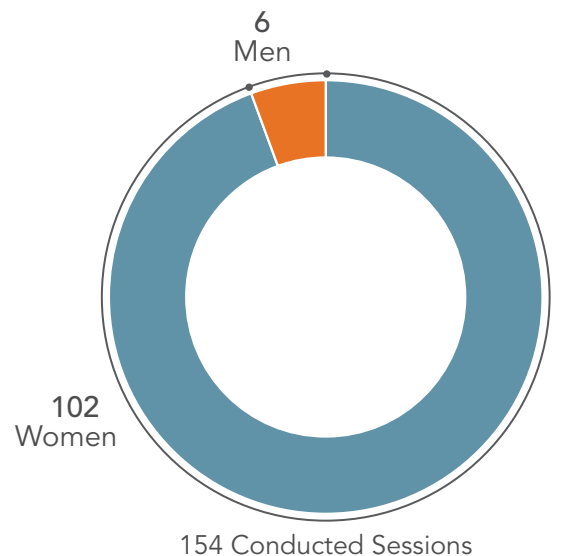
HEALTH AND EDUCATION

Through our strategic partnerships, we offer in our communities courses on nutrition, healthcare, vaccinations, literacy, and elementary education.

8 Health Workshops, Reproductive Health and Vaccination

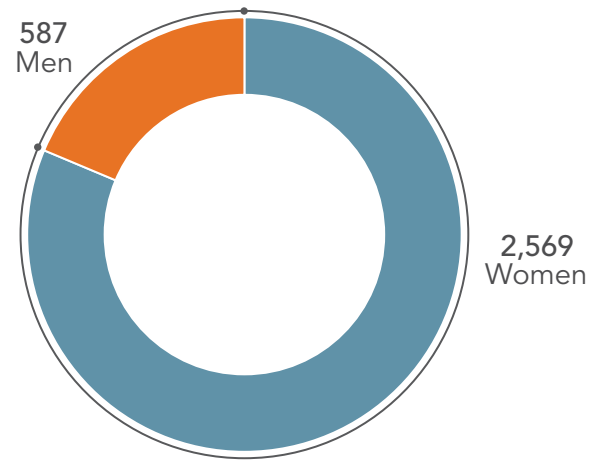


5 groups in Literacy, Elementary and Middle School Education

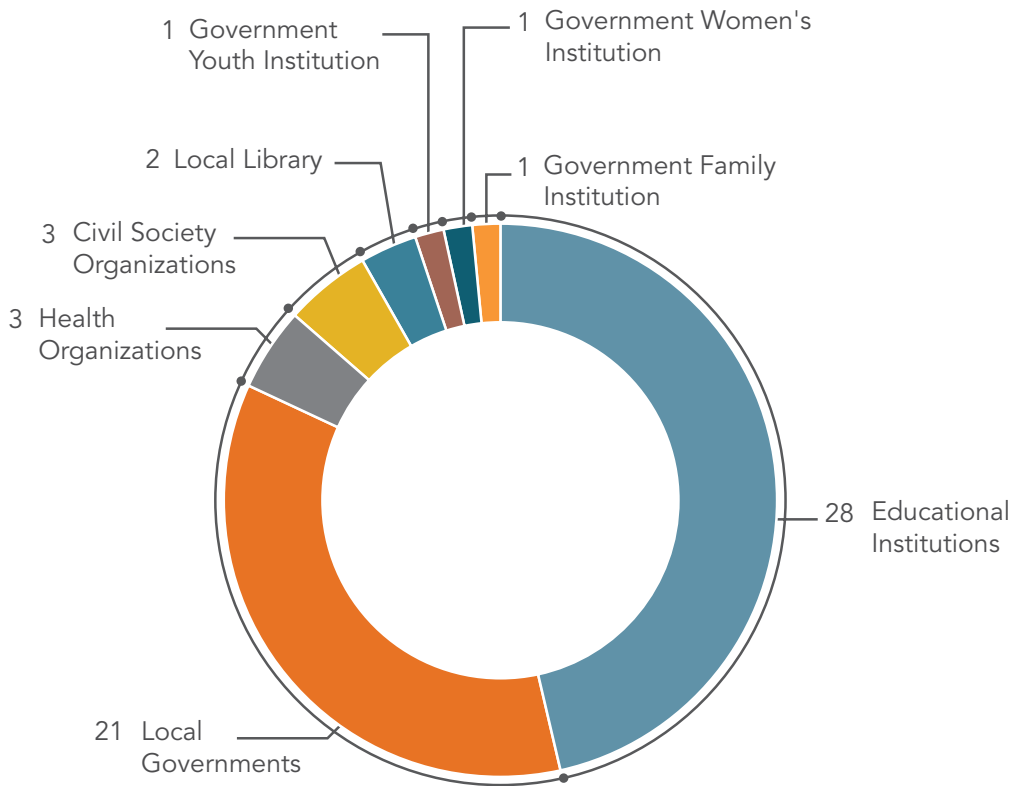


In 2015, we organized 26 community participation, civic, commemorative, and partnership events. We established 60 partnerships with local government institutions, city governments, and civil society organizations.

26 Community Participation Events



60 Local Partnerships



ORIGEN PROMOTERS

Women that have successfully completed the programs offered in the Origen Home Center can become Origen Promoters. Origen Promoters serve as agents of change for the development of their communities.



ATTENTION TO ETHNIC GROUPS AND INDIGENOUS COMMUNITIES

One third of our work is conducted in indigenous communities where we attend minority populations such as Huichol, Cora, Mazahua, Meph'á, Mixteca, Nahuatl and Mixe. In the past, we have worked with local translators as the majority of these ethnic groups only speak their local dialect. We are certain that our work within these vulnerable communities contributes to the improvement of their quality of life. By respecting their beliefs and traditions, *Fundación Origen* is committed to making visible their grandeur and wealth, which are the most precious treasures of our country.



“Respect and equity”

COMPROMISO

MI KOSÚ YO B'EDYI NI KUEE

Tekjañdmú

Colaboración • *yo b'edyi* • *Bedyi*

PROYECTO

Fortalecimiento

IN B'EDYI

ESPERANZA

Respeto

CAPACIDADES
DESARROLLO

EQUIDAD

IDENTIDAD **UNIÓN SIYA ARMONÍA**  **ZEZHI**

Jmurúji • **AMOR** • *KUEBI* **XOKOYO**

In Kuebi **B'EPJINU** *TEXE YO B'EDYI*

• **FAMILIA** • **KUEE**

RESPONSABILIDAD

Tego Ni Kuege

OPORTUNIDADES SALUD

TOLERANCIA

KUEGE PAZ • **RA**

CRECIMIENTO

RA D'AKÚ B'EPJI

Calidad **MA RI PEPJIGO** **TSIB'EPJI** VALORES

Ko Nde Xi Mi B'edyi HABILIDADES

NU B'EPJINU ÉXITO

TRABAJO APOYO

COMPRENSIÓN *Pepjigo*

FORTALECIMIENTO

INGRESOS

KUEJÍ B'EPJI

RI·GI·SEGURIDAD

RA XORÚ *Ri Jñisú*

PRODUCTOS

BIENESTAR

KUEGO

TRADICIONES

PLANEACIÓN

COMUNICACIÓN

Autoestima

SETSÍ PEKJO

Ri Xorú

APRENDER FUTURO

Nu kuce

RI PEPJI CONFIANZA

Ventas MBO



FUNDACIÓN
origen

SUCCESSFUL CASES

Elida and Aida López Villar decided to become promoters for the early education of children. Adelina Palomares, Matilde Salazar Rivera, Norma Villafaña Franco and Judith Ramírez Florencio attended the Economic Development Program for producers and were able to replicate their learnings in their communities. Flavia Pacheco Galindo conducts the embroidery workshop with the women in her community. Esperanza Romero Acho organized physical activities for the women in her town. A group of women from Atlamajalcingo del Río fabricated the banner for their community's annual festival.



SOCIAL INVESTMENT

The operation of the Origen Home Centers is possible thanks to the donations and social investments of companies that are allied, interested, and committed to the common good and development of Mexico's women. Thanks to their generosity we have been able to achieve a greater impact. Thank you to Fundación ADO, Fundación Banorte, Fundación Gentera, Promotora Social México, L'Oréal, Fundación Angélica Fuentes, Philip Morris and the Instituto Nacional de Desarrollo Social for believing in Fundación Origen and for collaborating with us on this common goal.



PHILIP MORRIS MÉXICO
PRODUCTOS Y SERVICIOS, S. DE R.L. DE C.V.



Fundación
Angélica Fuentes

TESTIMONY FROM ORIGEN HOME CENTER PUEBLA

“ When I first arrived at the Origen Home Center, I felt very scared because my husband was very controlling, and I lived in the midst of poor treatment and screams; there were many times when I feared for my life and the life of my children, especially when he became violent and beat us. I never thought that aspect of my life would change, I especially did not think that I would ever be as happy as I am today.

When my sister and I arrived, we were greeted by a very polite young lady. The place made me feel at ease and gave me a peace that I did not feel before entering. It was a space where I could breathe peace. I felt confidence in Origen’s team and slowly began to understand that I had the power to change my life. I also understood that I needed time to strengthen myself and to be able to do things safely. My classmates and neighbors supported me by sharing their stories and experiences; they had all arrived just like me: scared to death.

We took a lot of classes on the importance of valuing ourselves as human beings and on loving ourselves as women who are entitled to live happily in order to educate our children in a positive way. The center offers a lot of activities for myself and for my children. My son is 10 years old and without realizing it, he was supporting my process as he was also learning many things. Today, two and a half years later, my life has changed. I feel strong and I value myself for who I am. My husband was very angry when he learned that I was attending the Origen Home Center and that I wanted to change my life. Slowly he has grown closer to my children and to myself, and in his eyes I see repentance and a desire to change. He no longer beats me or my children. He too is changing.

I am currently enrolled in the embroidery workshop; I have really enjoyed everything that I have learned through the economic development program. My group has sold merchandise to which I am contributing with my own products so I can make more money.

I can testify that the Origen Home Center changed my entire life and that thanks to what they taught us, I now live without fear, and with hope and faith in myself. Today I know that there are opportunities out there and that I can provide my children with a better education; but most importantly, I can now hug them and talk to them about things that I couldn’t before. ¡Thank you Fundación Origen for changing my life! ”

LSJM

HUMAN DEVELOPMENT WORKSHOPS

WORKSHOPS FOR WOMEN

Sharing our Radiance • PERSONAL WELL-BEING
We would like to Gift you a star • Exercising my Emotions • For You
DEVELOPING Healthy Relationships • You Choose the Path
Building New Life Projects • Valuing your Effort
Women in Movement • Words that Unite
Promoting INDEPENDENT DEVELOPMENT
Self-Determination • Valorando TU ESFUERZO
CONFLICT Resolution

WORKSHOPS FOR BOYS AND GIRLS

LITTLE HOUSE ORIGEN "SUMMER COURSE"
Bond between Mothers and Children • Infant Child Care
Dynamic Activates • MY ORIGEN Summer
Development of Coexistence for Group Work
Rays of Light • Seeds of Love
Boys and Girls ALSO CHOOSE Their Path • Safari



— WORKSHOPS FOR ADOLESCENTS —

ART AND GENDER • *Self-Esteem Workshop*
My Sexuality • *Life Plan Free of Violence* • **Creating** Networks

A LOOK INTO MY FUTURE From Socrates to Dewey

Because I love you I care for you

Dynamic Learning Workshop for Children

Producing Artisanal Mole Workshop | Huichol Art Workshop

Producing Organic Tea Workshop | **Organizational Workshop**

Artisanal Woodwork | PRODUCING ORGANIC SOAP AND ARTISANAL COSMETICS WORKSHOP

Artisanal Palm and Rafia Palm | Embroidery and Knitting Workshop

ALEBRIJES AND CARDBOARD CATRINAS WORKSHOP

Painted Glass Ornaments | Income Workshop



ECONOMIC DEVELOPMENT WORKSHOPS

Traditions · Quality, Economy · Products · ARTESANÍAS
Learning · Well-being · Satisfaction · Commitment
SKILLS · Future · Programs · team · Marketing
Supplies · Love · INCOME · Determination
Work · MONEY · Sales · Palm · Development
PLANNING · Capacities · Crafts · Food, Family

TESTIMONY

“ This is very helpful because right now we are producing a lot and I know that I will be able to create many things. We do not have a lot of employment opportunities in my town and the resources are limited which is why this is so great; this is an economic support for our families.

My dream is to own a stationary shop. I want to invest the money I earn from my embroidery into that. I hope to soon be able to make that dream a reality through the money I earn from knitting and embroidery. ”

Graciela de Jesús
Origen Home Center Villa Victoria, State of Mexico.



Accumulated in
16 years: 541,600
positive **impacts**





SUSTAINABILITY



SUSTAINABILITY

This was a year of many institutional challenges, of growth, and of great achievements in which we built alliances with various companies and institutions. These entities have strengthened our work and facilitated growth opportunities through donations that have supported our sustainability and the operation of our programs.

The most successful companies are those that provide more and better benefits to their team members as well as care for their well-being. A company's social responsibility is based on the value and attention they provide to legal, ethical, moral, and environmental issues. Currently, the commitment of companies in this area runs much deeper. To address this issue we have begun offering a new high impact program: Well-Being.

WELL-BEING PROGRAM

Thanks to the companies that placed their trust in *Origen*, the **Well-Being** Program is a reality that companies can now offer their employees as part of their benefits program. The program provides various tools to support the **welfare of employees and the development of a positive work environment**.

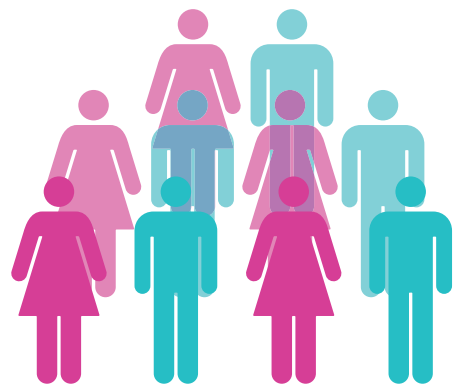
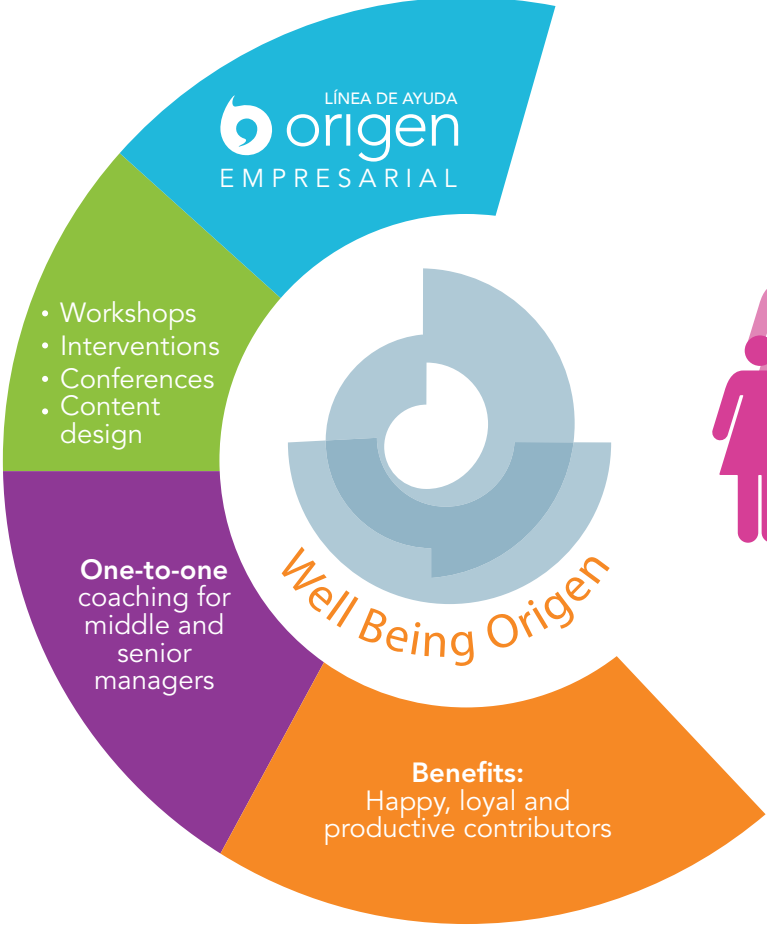
“Emotional health”

Based on psychology and positive leadership, the program helps improve the emotional health of team members through: **conferences, workshops, seminars, one-on-one coaching, and the Origen Corporate Helpline** which provides legal and psychological guidance via telephone.

In addition to the services offered by the **Origen Corporate Helpline**, partner companies also receive **quarterly reports** on metrics such as the most common motifs received through the helpline. We also help raise awareness of the services amongst the companies' team members.



“Positive work environment”





CONFERENCES, WORKSHOPS, AND COACHING

- Thanks to Grupo Interacciones, Grupo Hermes, Walmart de México and Inovatex, which have been some of our allies, we have been able to provide this service to benefit **491 team members and 190 youth**.
- Interacciones and Grupo Hermes: "Thankful" Conference to over **300 team members**.
- Walmart de México: Conference "Bullying is Everyone's Problem" to over **150 children and youth**, children of employees, and crisis process and restraint to **18 staff members** of Walmart Azcapotzalco.
- Inovatex: Institutional Intervention Process to Develop a Sense of Individual and Collective Permanence to **173 staff members**.

Grupo Financiero
Interacciones 



Walmart 

innovatex



REPLICABILITY





ORIGEN CORPORATE HELPLINE

Thanks to the confidence of our allies: Gentera, Servicio Continental de Mensajería, Fundación Gigante, Las Brisas and La Josefina, OXXO, and Grupo México, we have been able to provide the services of the **Origen Corporate Helpline** to attend **2,897 calls** throughout the country.

- Fundación Gigante / **1,089 calls**
- Fundación Las Brisas y La Josefina / **321 calls**
- Servicio Continental de Mensajería / **352 calls**
- Gentera / **288 calls**
- OXXO / **559 calls**
- Grupo México (Tren de la Salud) / **288 calls**

Total **2,897**
attended **calls**



“I believe that Fundación Origen is an expert in attending the psychological and legal needs of individuals; in listening, referring, and supporting them psychologically. I also think they are an expert in supporting and helping communities develop their own initiatives or economic chores.”

Gustavo Bolio.

Corporate Director of Human Resources. Grupo Brisas



REPLICABLE MODELS

TALK IT OUT HELPLINE

In alliance with the National Commission for the Prevention and Eradication of Violence against Women (Comisión Nacional para Prevenir y Erradicar la Violencia contra las Mujeres, CONAVIM), we have continued to provide the services of the **Talk It Out Helpline**. The helpline provides free psychological and legal advice via telephone, chat, and email throughout the entire country, 24 hours a day, 365 days a year. In 2015, the helpline attended **32,206 calls**.



01 800 Háblalo
4 2 2 5 2 5 6
Porque hablar, ayuda.

Te creo • Te escucho • Te oriento

In **2015** the Helpline
attended **32,306 calls**.



FUNDRAISING AND INSTITUTIONAL EVENTS

PARTNERSHIPS FOR PRODUCTS WITH A CAUSE

The following organizations joined the work of Origen through campaigns for products with a cause:

- **If Only México:** Web sale of celebrity encounters and products.
- **Livo Café:** Donation of the game Beirut.
- **Fundación Ara:** Sale of the goods produced by the women of Origen.





SPRING 2015
FEVER



SPRING FEVER 2015

We held our Spring Fever market from the 9th through the 12th of March 2015. Over 4,000 people came together and purchased for our cause!

Our Origen products, produced by our Origen Home Center partners, were marketed and sold in their benefit.

During these days, we supported 120 entrepreneurial women that sell their innovative Mexican products and brands. These women donated a certain percentage of their sales in benefit of our programs. The highlighted

products included exclusive designs of shoes, clothing, handbags, jewelry, home accessories, gourmet food, and many more. We would like to thank the participants and individuals that attended the market for their commitment and support.

This year the funds collected were used for the construction of our Origen Home Community Center in the State of Mexico.



“ We would like to thank
our **sponsors** for making this
event **posible** ”



“Thank
you”





WINTER 2015 FEVER



WINTER FEVER QUERÉTARO 2015

On October 12th we hosted our annual winter market “Winter Fever” in Queretaro. Over 80 local and national entrepreneurs participated with their exclusive designs. A percentage of the sales were donated to benefit Origen’s programs in addition to sharing the funds with two local institutions: Center for the Comprehensive Formation and Studies of Women of Querétaro (Centro de Estudios y Formación Integral para la Mujer (CEFIM) de Querétaro) and the Maximiliano Kolbe Social Center (Centro Social Maximiliano Kolbe). Thanks to the sponsors, participants, and attendees for their commitment and generosity toward women.



“ Thanks to the sponsors, participants and attendees for their **commitment** and **generosity** toward women. ”



“FOR ME, FOR YOU, FOR THEM” CAMPAIGN

During May and June of 2015, we held our annual individual-giving campaign “For Me, For you, For Them.” Thanks to this campaign, we were able to sign up 307 individuals to give a monthly donation and 61 more to gift a one-time donation.

We held breakfasts to share the progress of the campaign goals, and during these, we invited women who stood out for their work and commitment to Mexico’s females to speak: Mountaineer **Karla Whelock**, journalists **Carmen Aristegui** and **Yuriria Sierra**, shared their experiences with the 120 women that joined the campaign. Thank you for your support in reaching the goal.



“Thank you for your support in reaching the goal.”





“END OF SEASON” CAMPAIGN

Year after year, our beneficiaries join the “End of Season” Campaign in which they donate a portion of their products in benefit of our programs. We would like to thank all the individuals and brands that came together for this campaign: Lorena Hernández Magro Quinard, Elena Loberfeld, Mónica Luft, Ana Cristina Cárdenas, Luciana Zogovic Wright, Belén Cueto, Leslie and Carol Fastlicht, Gina Ishi, Paola Matus and Paulina Lebrija. Thank you for your generosity!

¡Thank you for
your generosity!

IN-KIND DONATIONS

In 2015, the following companies gifted in-kind donations that helped us reduce our operating costs and allowed us to invest more money toward our programs.



COMMUNITY EVENTS “GIVING SMILES” AND “THREE KINGS DAY”

This year, thanks to the generosity and commitment of our donors, volunteers, and allies Soluciones Integrales a su Centro de Contacto (CCS), Fundación Banorte and Fundación TAM, we organized our annual community events: “Gifting Smiles” in our Origen Home Center State of Mexico and “Three Kings Day” in our Origen Home Center Puebla, where we delivered over 500 toys to the boys and girls of these communities.

Thank you to all the
volunteers that each year
donate their time to bring
hope and joy
to our families and communities.





RAISING AWARENESS

15 años FUNDACIÓN origen



**LA VIOLENCIA DESTRUYE
PONLE UN ALTO
#NIUNAMAS**

RAISING AWARENESS

“NOT ONE MORE” CAMPAIGN

On the 25th of November, the International Day for the Elimination of Violence against Women, we launched a social media campaign to raise-awareness on the importance of nonviolence. The campaign **Not One More promoted the responsibility we all have in generating a culture of respect among men and women. Over 1,500 individuals** participated in the campaign: celebrities, artists, athletes, lawmakers, philanthropists, men, women, children, and adolescents joined our movement! Thank you for helping us raise-awareness and for helping us build a culture of respect and peace.

¡Thank you for helping us
raise-awareness and for
helping us **build** a culture
of **respect** and **peace!**



**LA VIOLENCIA DESTRUYE
PONLE UN ALTO
#NIUNAMAS**

BROADCASTING OF THE RELIEF ROUTE

We reached over 1,200 individuals with data on the violence against women, through seminars offered by various governmental authorities, as well as through a workshop on strengthening the personal development of women through social responsibility. The Relief Route and the Campaign on Violence Against Women were able to create awareness for the construction of peace, the mission of Fundación Origen, and the programs: Origen Helpline and Origen Home Centers.

FUNDACIÓN
15 origen



**LA VIOLENCIA DESTRUYE
PONLE UN ALTO
#NIUNAMAS**

FUNDACIÓN
15 origen



**LA VIOLENCIA DESTRUYE
PONLE UN ALTO
#NIUNAMAS**

FUNDACIÓN
15 origen



**LA VIOLENCIA DESTRUYE
PONLE UN ALTO
#NIUNAMAS**

The logo consists of a stylized orange circle with a white shape inside that resembles a flame or a drop. The word "FUNDACIÓN" is written in a dark red, uppercase, sans-serif font above the word "origen", which is written in a grey, lowercase, sans-serif font.

FUNDACIÓN
origen

INSTITUTIONAL DEVELOPMENT



INSTITUTIONAL DEVELOPMENT

Thanks to our pro-bono partnerships, we have been able to strengthen our organization. Our partnerships with experts in various disciplines support our growth and enrich our knowledge through the donation of their time and services. Thank you very much for helping us improve the work of Fundación Origen.



Thank you very much
for helping us **improve**
the work of
Fundación Origen.



ALLIED MEDIA

We would like thank all the media channels that in these two years have communicated the work of *Fundación Origen*, and that have shared information on our programs and campaigns. Thank you for helping us raise awareness and for sharing our work with your audiences. We could not have promoted our mission without you.



Thanks for helping us
raise awareness and
for sharing **OUR**
work with your audiences.





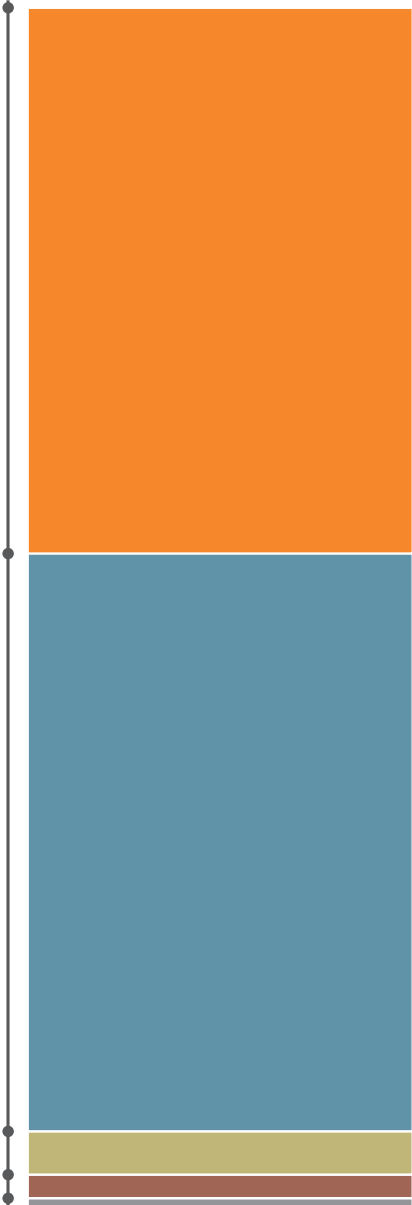
FINANCIAL REPORT



FINANCIAL REPORT MEXICAN PESOS

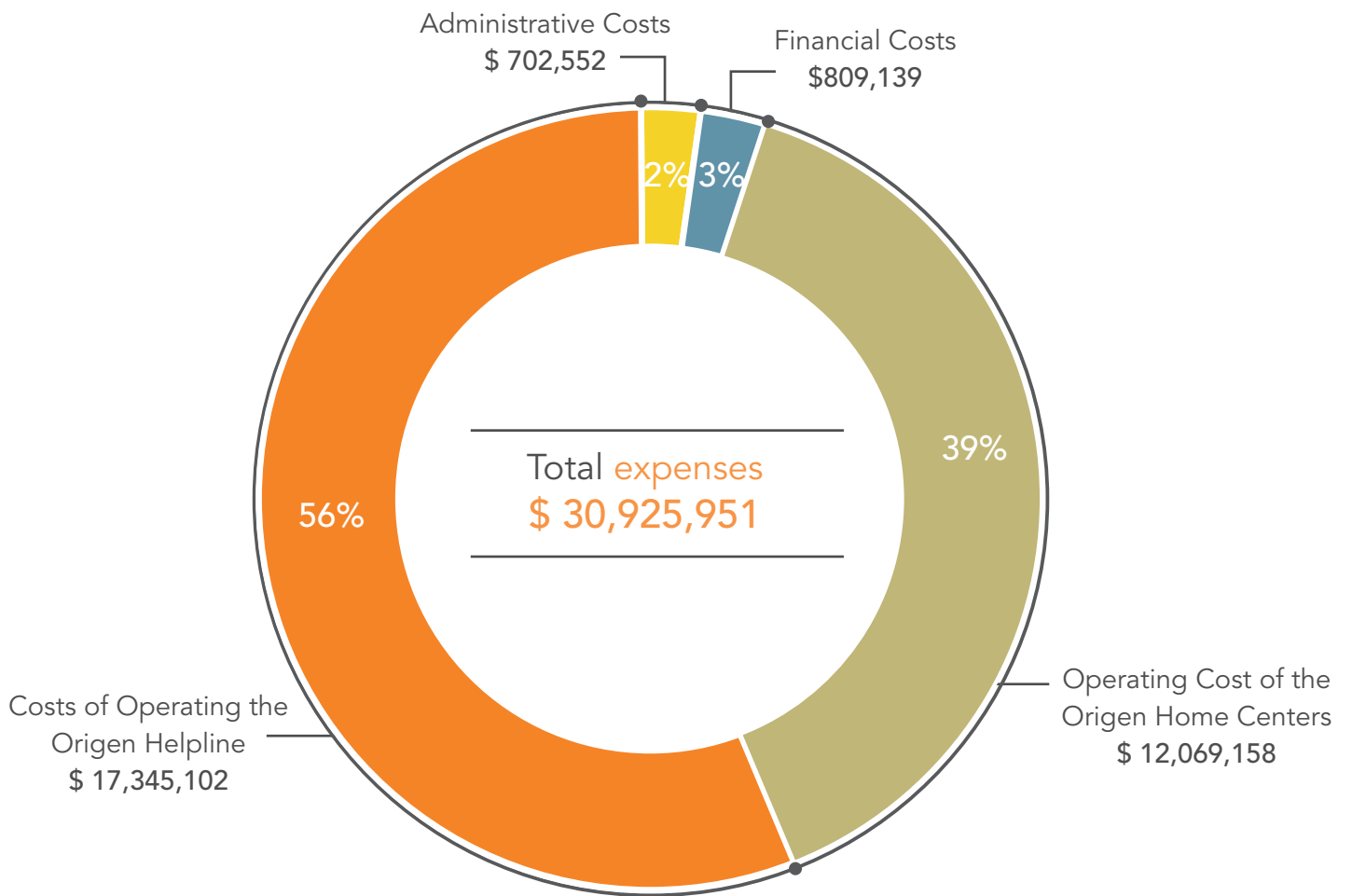
- Other Taxed-Income \$ 15,037,738
- Cash Donations \$ 16,040,570
- In-Kind Donations \$ 1,207,750
- Other Income \$ 630,502
- Interest-Earned \$ 218,100

Total Revenue 2015
\$ 33,134,660





Cost Distribution







INSTITUTIONAL ACTIVITIES

INSTITUTIONAL ACTIVITIES

COACHING AND STAFF TRAINING

As part of the annual activities of *Fundación Origen*, we included a coaching process in our Strategic Plan as well as various training opportunities for our employees: Workshop on Positive Psychology, Human Rights, and training in Psychology and Law for our call center staff. The above helped us improve our work, and helped us create personal and team goals.



CELEBRATING SPECIAL OCCASIONS

We celebrated important dates with activities: Mother's Day, Easter festivities were organized for our staff's children, monthly celebration of birthdays, and we concluded the year with a special holiday meal provided by our Board of Directors.



Goals that
motivate



**INSTITUTIONAL
DIRECTORY**



FUNDACIÓN

origen



INSTITUTIONAL DIRECTORY

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Concepción De Palacio Cusi
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Helplines

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Myrna López
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Alice Sitt Levy
Olga Askenazi Betesh

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Pilar Beteta Orozco
Alicia Cattan Michan
Martha Cecilia Laris García
Angélica Lorena García Rivera
Batia Naanous
Trinidad Cuevas Herrera

Patricia Aldavera Mayen
Coordinator Origen Home Centers

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Coordinator Origen Home Center, Guanajuato

Elizabeth Elizalde Amelco
Coordinator Origen Home Center, Guerrero

Fabián Rodríguez García
Coordinator Origen Home Center, State of Mexico

Violeta Campos Cabral
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Yosadhara Jiménez
Fundraising Coordinator

Paulina Aguilar
Public Relations Coordinator

Fátima Vázquez Ordaz
In-kind Donations Coordinator

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Montserrat Vázquez Díaz
Design Coordinator

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Administration and Human Resources Manager

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Accounting Assistant

Fabiola Martínez Villa
Administration and Reception Assistant

Luz María Princes
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Norma Ocampo Salgado
Systems Coordinator

Inés Romero Primavera
María Jiménez Vilchis
Marisela Venegas
Magdalena Aguilar
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Jaime Aguilar Ortiz
Messenger

Raúl Rangel
Maintenance

Raquel Echeverría Flores
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Cynthia García Álvarez
Sofía Martín Estrada
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Brenda Liliana Cueva Gutiérrez
Olga Mariana Pérez Mafud
María Antonieta Olea Villarreal
Daryl Atzhari Sánchez Tello
Geraldine Hernández Guerrero
Mónica Mateos Cantú

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Zoe Montiel Vázquez
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Ana Kuri
Jeanneth Cedillo Alonso
Narcedalia León García
Mariana Karen Zamora Pérez
Giovanni Soriano
Alejandro Paredes



JOIN ORIGEN

BE PART OF THE CHANGE



AS A DONOR

Support the operation of our Origen Helpline and our Origen Home Centers through cash and in-kind donations. Contact us to coordinate the amount and periodicity of your donation, or donate directly on www.aporta.org.mx With your help, we can support a greater number of individuals throughout country.

AS A BUSINESS

Invest your Corporate Social Responsibility resources in *Fundación Origen* and help us change the lives of women and families. Invest in the well-being of your staff through the services offered by our Well-Being Program. Allocate a portion of your product's revenue to our "Products with a Cause." Donate your company's account balance to *Fundación Origen*.

AS A VOLUNTEER

Donate your time and talent to support our fundraising and awareness programs. Help us share the work of Origen at fairs and events organized by public and private organizations. Follow us on social media and share our work with your friends.



AS MEDIA

Join us cause. Help us share our work, programs, services, and results in favor of women through television, radio, press, and digital spots. Follow us on social media and share our work with your followers. Subscribe to our bulletin NOTIORIGEN to periodically receive updated information on our impact, events, and campaigns.





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