



FUNDACIÓN
origen



ANNUAL REPORT
2016



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



INDEX

4	About Us History, Mission, Vision, Values
6	Overview of poverty and violence
8	Presidential Address
10	A Message from our CEO
12	Programs Origen Helpline. Origen Home Centers.
30	Replicability of Models Origen Corporate Helpline. Talk It Out Hotline. We're with You Hotline. Emotional Support Hotline.
32	Institutional Sustainability Investment and Corporate Social Responsibility. Origen Wellbeing Program.
36	Acknowledgements Cancellation of the Commemorative Stamp "Adding Value to Women throughout Mexico's History." Raffle of the Commemorative Ticket "Fundación Origen". Super Moms Award.
38	Events Gifting Smiles. Auction: Fill Your Bottle With. Spring Fever Pop Up Market. Winter Fever Querétaro Pop Up Market. Auction of 20th Century Vintage Furniture. Expo "Mexiko". Inauguration of the Origen Home Center Villa Victoria. Chanel in benefit of Women. Women's Weekend. Women's Forum. Forbes Powerful Women's Summit. TEDx Talk.
45	Campaigns Give us a Hand with your Hands. Mothers and Daughters Modelo. Women of Value. Women in Response. Let's Build Peace. End of Season.
47	Institutional Development Monetary Donations. Pro Bono Services. In-Kind Donations. Volunteers. Internships.
49	Allied Media
50	Financial Report
54	Institutional Directory
60	Join Origen

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

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.

Poverty is a multidimensional evil that affects people in 6 areas: nutrition, education, health, social security, quality housing, and basic home services. According to INEGI, in Mexico **55.3 million people live in poverty** as they have deficiencies in any of the six areas and **11.4 million live extreme poverty**, which is to say that they have deficiencies in three or more of these. That is to say, even if the individual were to designate all of his or her income to the purchasing of food, they would still not acquire enough to achieve a healthy diet.

Despite being a country rich in culture, traditions, and natural resources, poverty has increased in Mexico at an annual rate of 2% to 5%.

While no country in the world has achieved equality between men and women, **Mexico remains one of the countries with the greatest social inequality worldwide** in regards to the enjoyment of citizens’ rights and employment opportunities for men and women. In the richest and most equitable countries, women earn on average 10% less than men in equivalent jobs, while in Mexico they earn 35% less. 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. 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. In both rich and poor countries, 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, which costs the country 2% of its gross domestic product, mainly in medical and administrative expenses.

Poverty and violence are two social factors that prevent us from advancing as a society. 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.

Sources: Encuesta Nacional sobre la Dinámica de las Relaciones en los Hogares 2011; INEGI 2011, Forbes 2015, Organización Mundial de la Salud y Organización Panamericana de la Salud, Encuesta de Cohesión Social para la Prevención de la Violencia y la Delincuencia, Consejo Nacional de Población, Comisión Económica para América Latina y el Caribe 2014.



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.

I would like to thank the **Mexican Postal Service** for carrying out the cancellation of the commemorative stamp: **"Adding Value to Women throughout Mexico's History"** and to Elena Tanus Meoucci, CEO of the Mexican Postal Service, who recognized the importance and value of the role of the woman. Thank you for this recognition on behalf of all women and of the work of Fundación Origen. Thanks also to the **National Lottery for Public Assistance** (*Lotería Nacional para la Asistencia Pública*), which issued and raffled the commemorative ticket "Fundación Origen" in recognition of our trajectory; Pedro Pablo Treviño Villarreal, CEO of the National Lottery for Public Assistance and Laura Lutzow Torres, Sweepstakes Manager, thank you for your invaluable support.

Thanks also to Andrea Panconesi, CEO, and Fernanda Fernández, Hispanic PR and Marketing Manager of **LUISAVIAROMA**; Juan Domingo Beckman and Rodrigo Braun of **Cuervo**, Lulu Creel of **Sotheby's**, Galleria Continua, Eduardo Secci Contemporary, Galería Labor and the Soumaya Museum, for joining Origen and for raising worldwide awareness for our cause, through the auction **"Fill Your Bottle With"**, in which LUISAVIAROMA invited 15 renowned fashion and plastic artists to alter bottles of Tequila Dobel Diamante, which were auctioned to continue supporting the work of Origen.

Thanks to the over 190 brands and 5,000 people who purchased for a cause; assistants, media and sponsors who supported us in the **Spring Fever Mexico City** and the **Winter Fever Querétaro** pop up markets which were instrumental in helping us build the **Origen Home Center in Villa Victoria**, State of Mexico. The Origen Home Center is designed to comprehensively serve **2,500 women and families** through various

programs, workshops, and activities; these are intended to help boost their human and economic development. Our deepest thanks to the **Hojel Schumacher Foundation** for their generosity and for helping make this dream possible.

Thank you to the companies, public and private organizations, donors, volunteers and friends who supported our work for yet another year. The gestures of affection and support we receive during the year motivate us to be better and to continue working for a better country, a country where women know that they options and that there is hope.

Thank You!



MESSAGE FROM OUR CEO

This year we faced new challenges and achieved new goals in all of our programs and actions, these accomplishments motivate us to continue reaching clear and strategic goals, leading us toward the constant professionalization of the organization.

In 2016, our **Origin Helpline**, through its *Psychological and Legal Orientation Model for the Prevention and Attention of Women in Situations of Violence*, 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 **Origin 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. None of the above would have been possible if it were not for the trust of our donors and allies, whom we would like to thank in a very special way for their support, and reiterate our commitment to continue generating positive impacts in the lives of thousands of people.

One more accomplishment this year was the work we carried out with the Ministry of Foreign Affairs, SRE; 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. The We're with You Hotline provided clear and timely information in response to the current immigration situation 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. The Emotional Support Hotline of CIAM provided general advice on emotional support, free of charge and confidential to Mexicans living in the United States of America. This program was operated by *Fundación Origen* with the objective of supporting our compatriots that are daily facing situations of adversity and discrimination in the United States of America.

Through the **Origen Wellbeing Program**, we offer the **Origen Corporate Helpline** for the wellbeing of corporate employees; we also offer talks, workshops, conferences, and coaching to the companies that seek to contribute to the human and professional development of their staff, thereby improving their office environment and better achieving their goals and objectives.

In *Fundación Origen*, we believe in the person and we work to respect their dignity and rights as human beings, we believe every human is unique; we boost their self-esteem, their talent, and we work hand in hand to maximize their immense capacity for development and transformation.

I am very grateful to our Board of Directors and our President, thank you again for your guidance and trust. Thank you to the team for their professionalism, their dedication, their contributions and ideas, which make our organization greater. We are lovingly building our organization with our work and commitment to then contribute to the happiness and complete development of Mexico's women and families.

We hope to continue to count on the support and generosity of all, and to ensure that in Mexico, each day we are closer to making equity a part of everyday life.

Catalina Estrada Martí



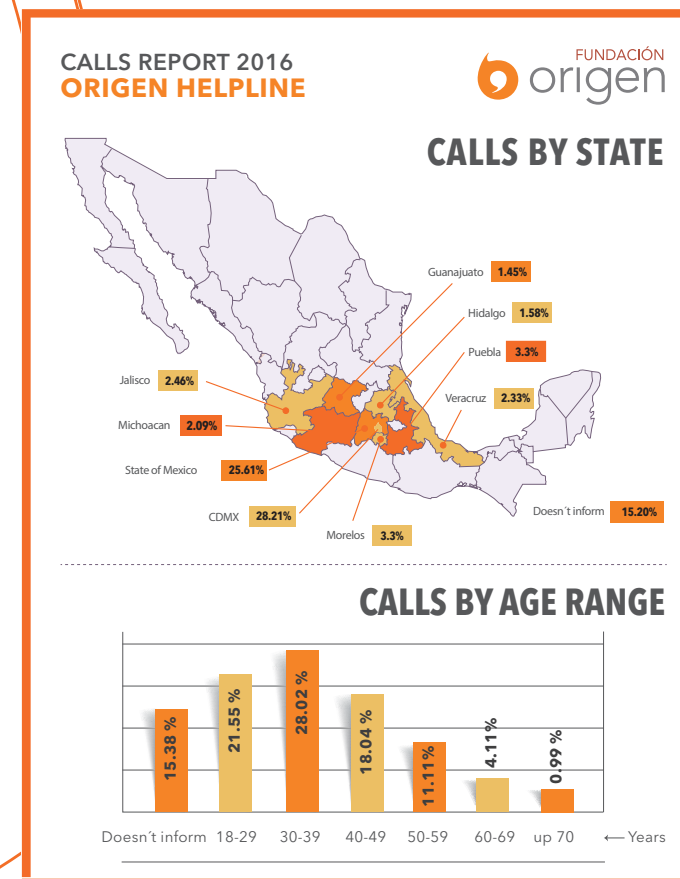
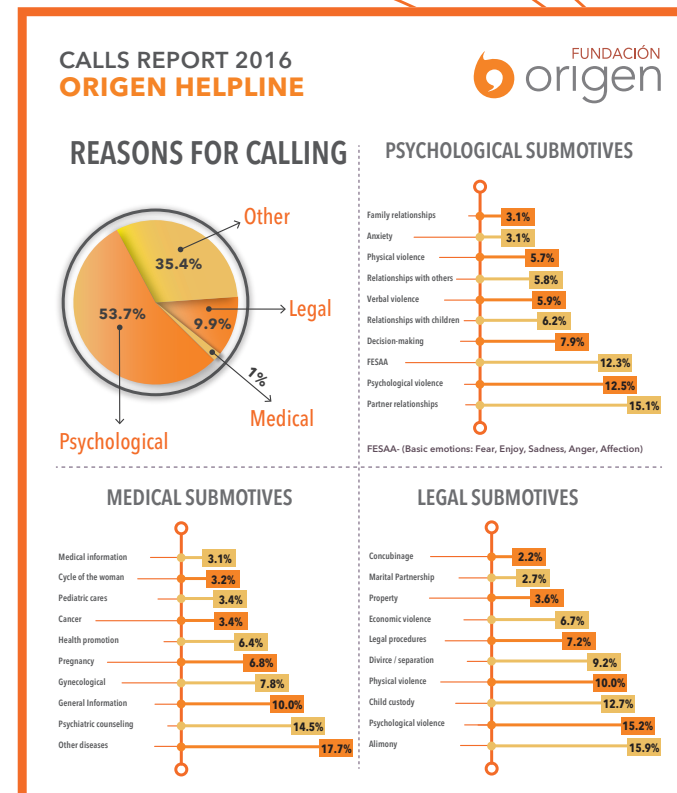
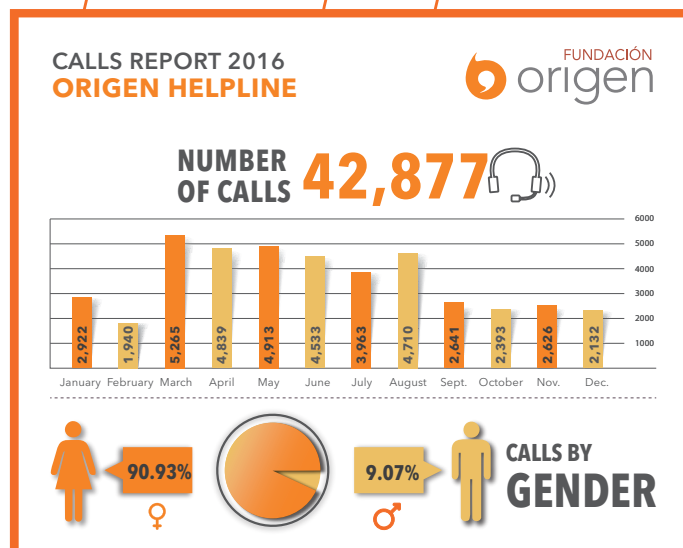
PROGRAMS

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origen
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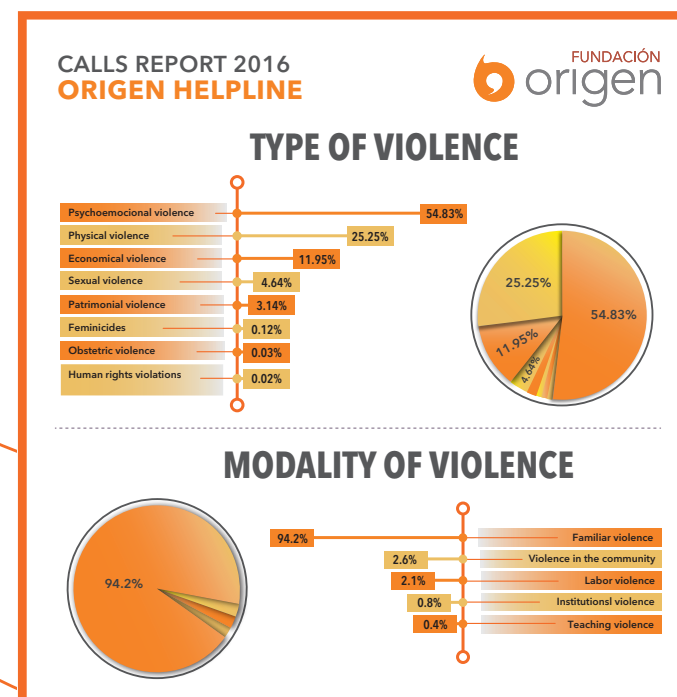
ORIGEN HELPLINE 01800 015 16 17

It is a 1-800 number that 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.



TESTIMONIES ORIGEN HELPLINE

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.”



LEGAL ADVICE

“I called the Origen Helpline because my child was infected during a cesarean that I received in the hospital. The lawyer informed me that I could file a complaint with the National Commission on Medical Arbitration, the advice of medical experts could help determine if there was negligence, and if so, to request the payment of damages. Thank you for your guidance, it will be of great help.”



MEDICAL ATTENTION

“I called for medical advice because I was diagnosed with Type 2 Diabetes Mellitus and I was very worried as I had not seen results. In addition, I suffer from high blood pressure and high cholesterol. The doctor explained to me that diabetes is a chronic-degenerative disease, and that I must strictly comply with my medical treatment, and follow a food and exercise regimen. Now, I know how to take care of myself in order to feel well and at peace.”

PARTNERSHIPS TO STRENGTHEN THE ORIGEN HELPLINE



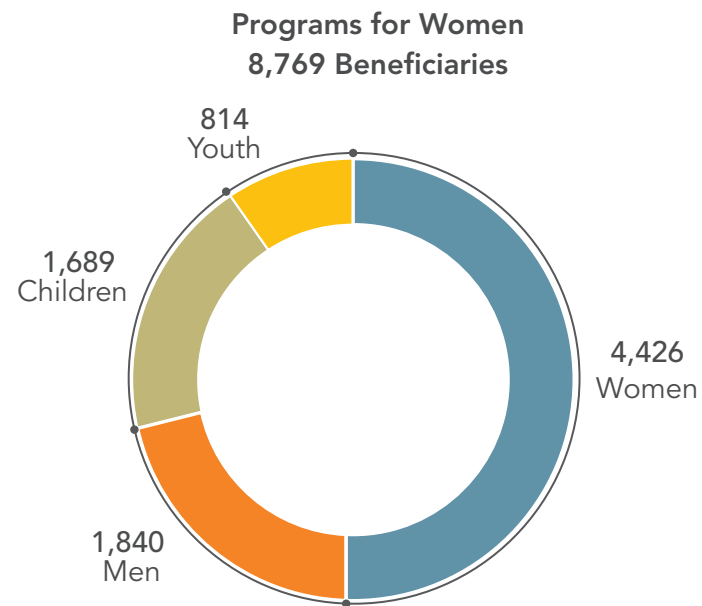
ORIGEN HOME CENTERS

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 ”

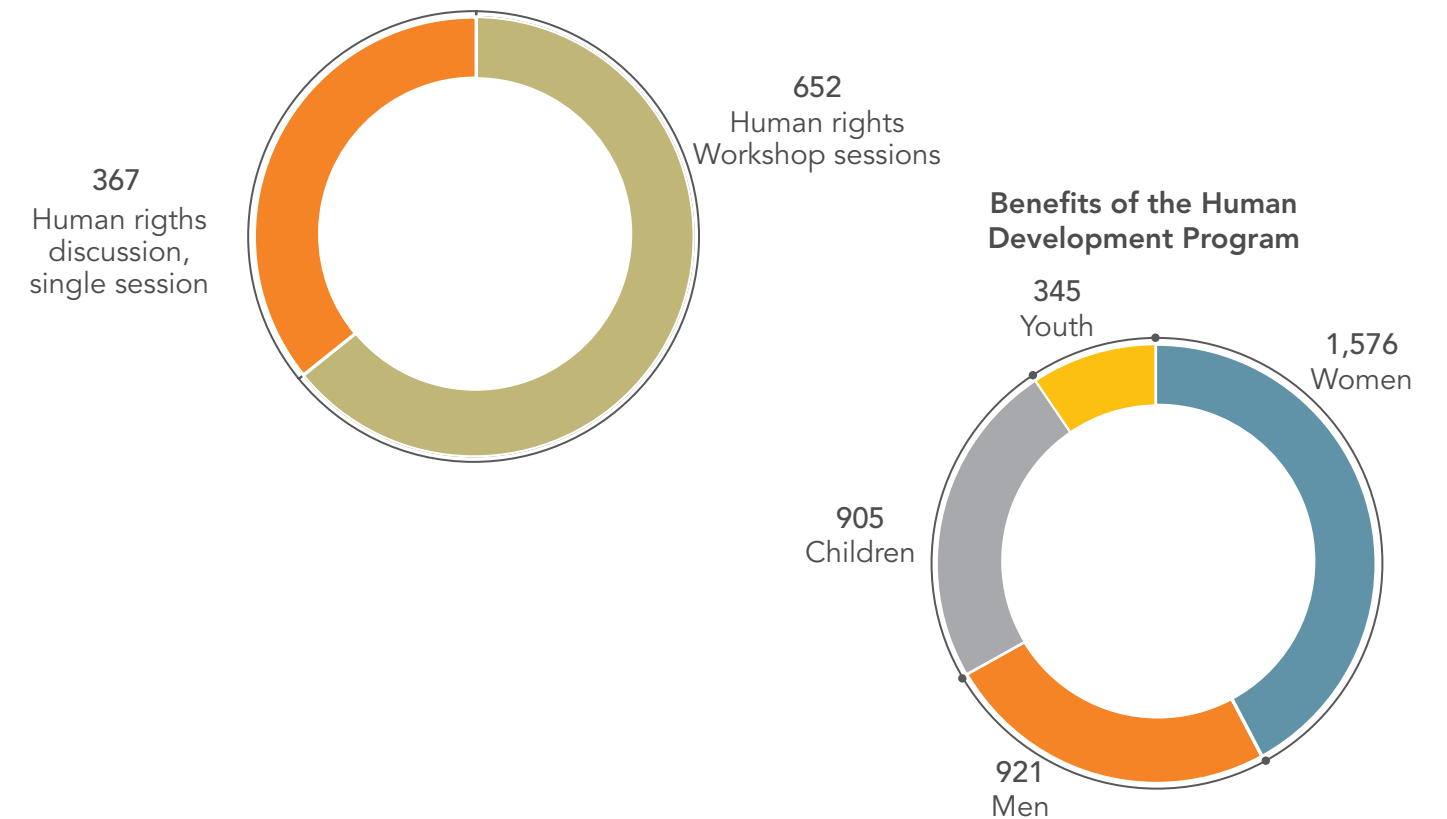


HUMAN DEVELOPMENT PROGRAM

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



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.

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

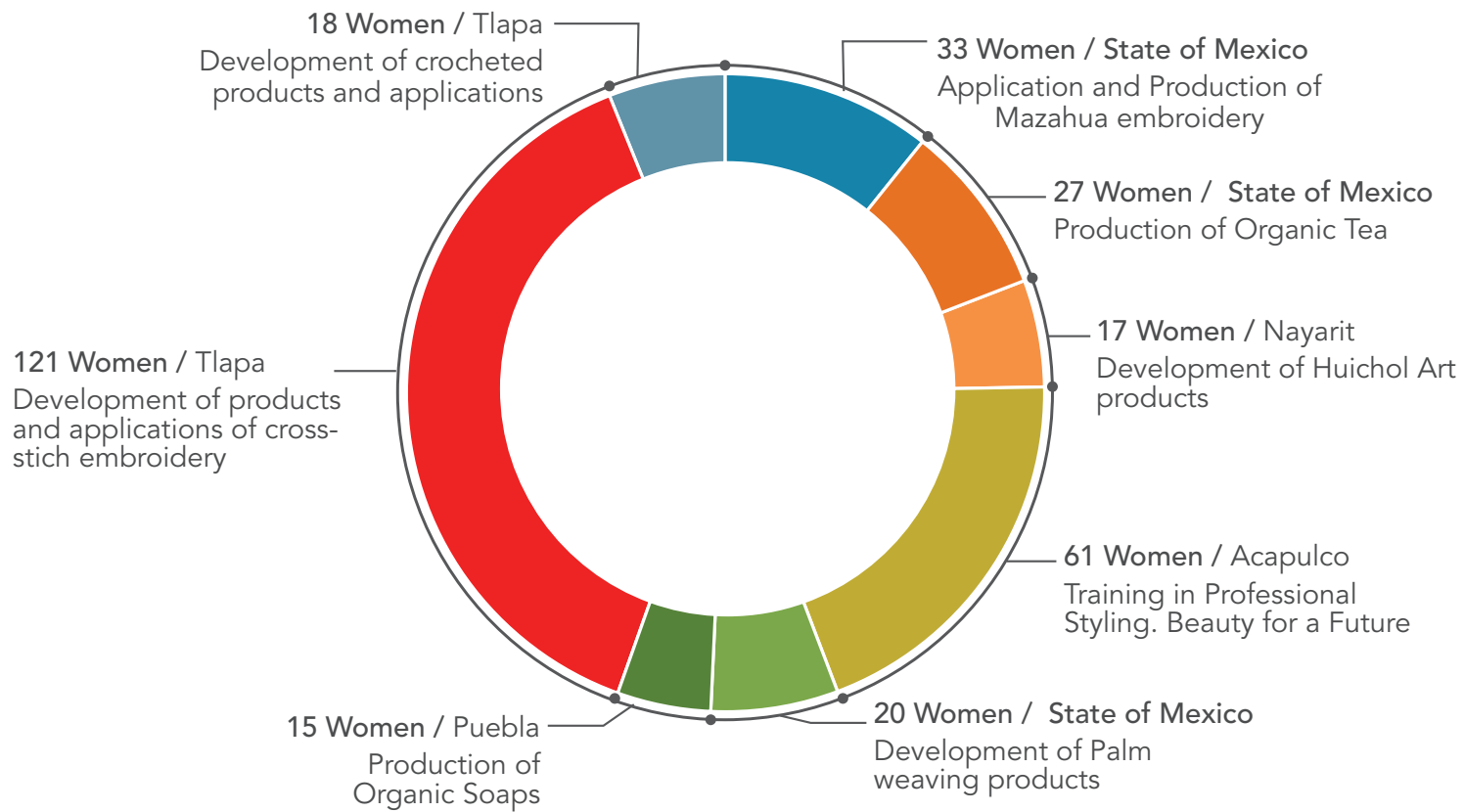
LITTLE HOUSE ORIGEN "SUMMER COURSE"
Bond between Mothers and Children • Infant Child Care
Dynamic *Activates* • MY ORIGEN Summer
Development of Coexistence for Group Work
Rays of Light • **Seeds of Love**
Boys and Girls **ALSO CHOOSE Their Path** • Safari



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

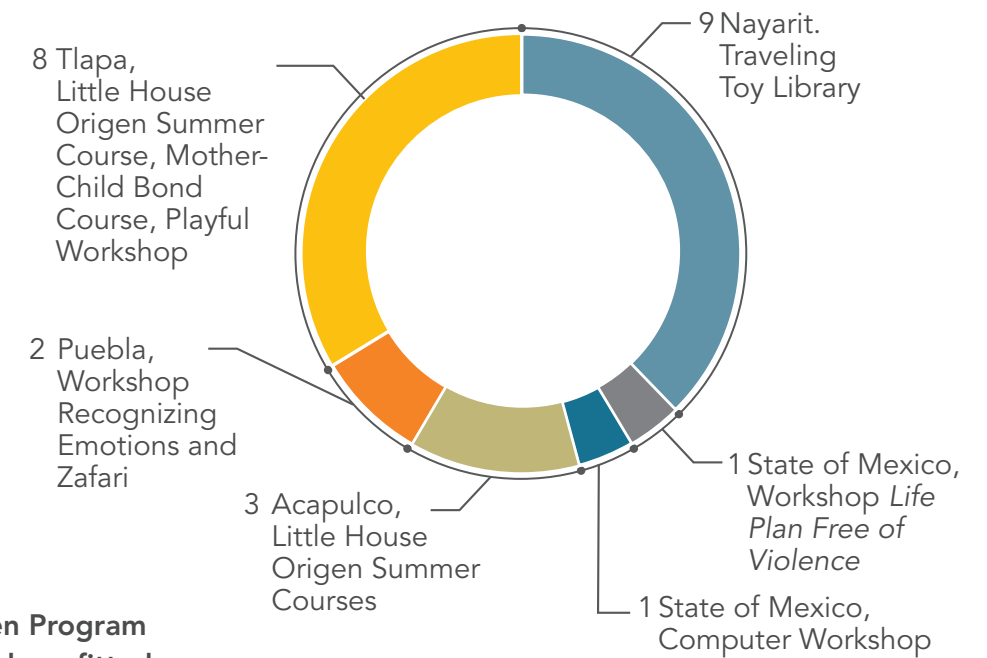
Economic Development Program and Skills Training
22 economically productive groups, 312 women, 604 labor



ATTENTION TO CHILDREN PROGRAM

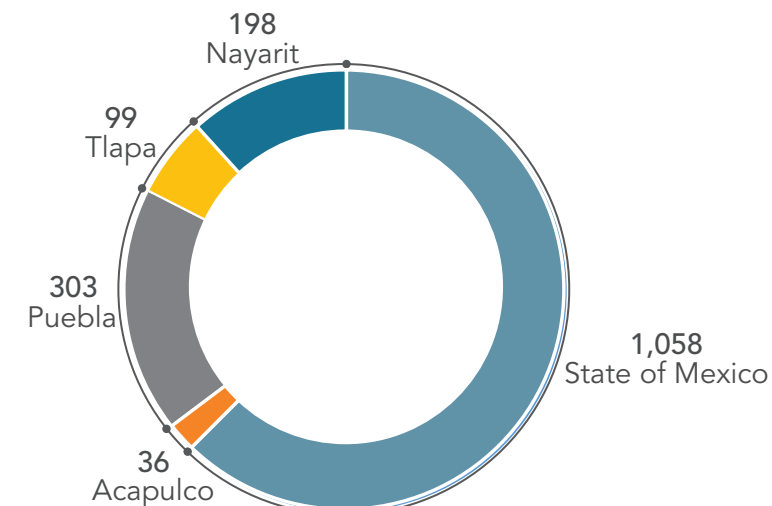
In the Origen Home Centers, we offer a program that seeks to break the cycle of poverty and social exclusion through activities that promote family reunification, education, the building of a culture of peace, care for the environment and one's health, to boys and girls living in marginalized rural and 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.

Attention to Children Program
24 Courses and Workshops



This year we benefitted
1,689
boys and girls

Attention to Children Program
1,689 boys and girls benefitted



“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 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.



PROGRAMS

ANUAL REPORT 2016



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

YOUTH PROGRAM

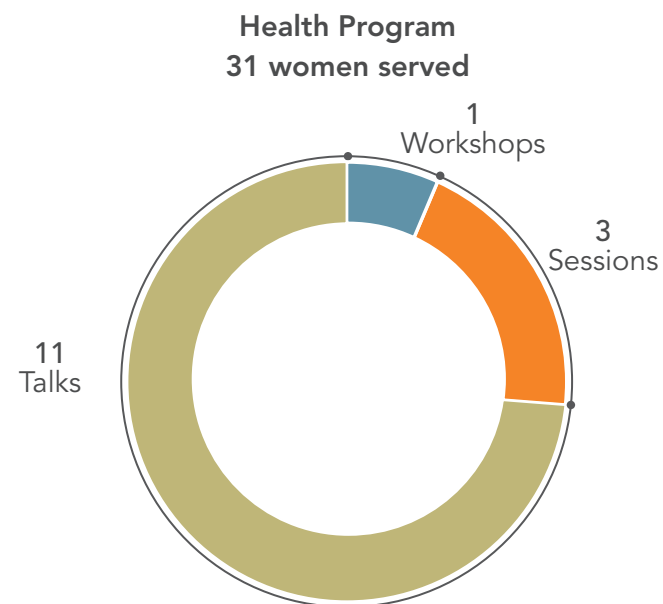
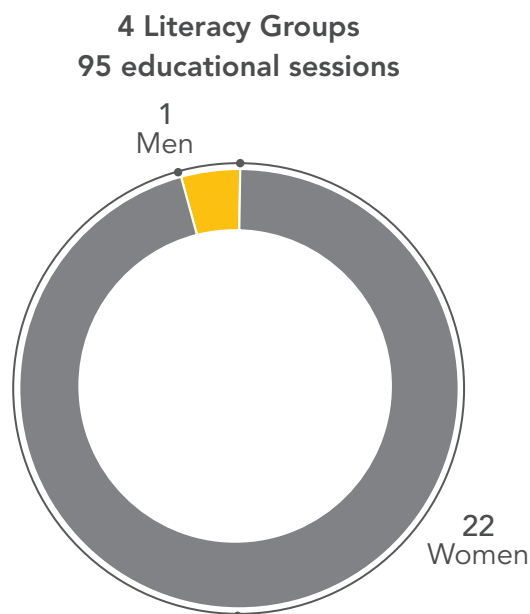
Young people living in marginalized communities are highly vulnerable. Therefore, we work to make them appreciate and know their rights; we carry out workshops to prevent dating violence, motivate them to design their life plan and offer them training alternatives, such as computer workshops to expand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

This year benefitted **814** youth people



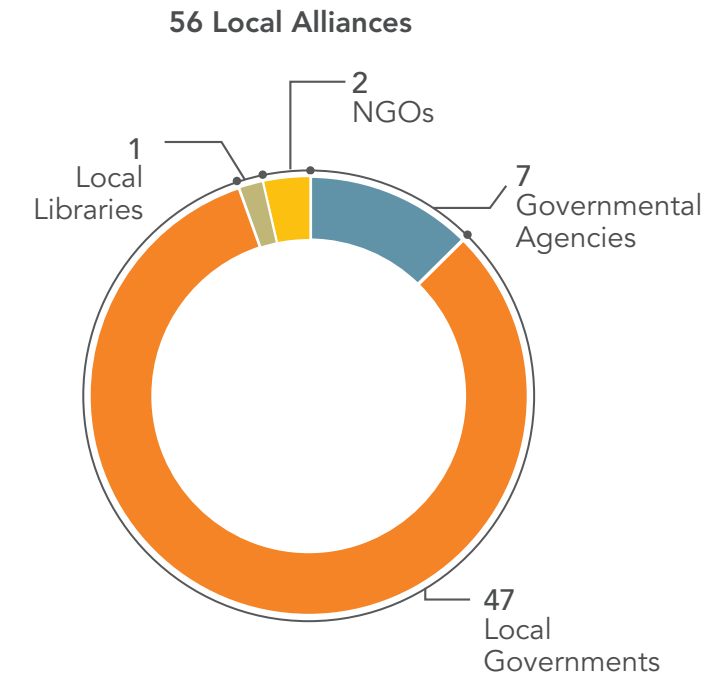
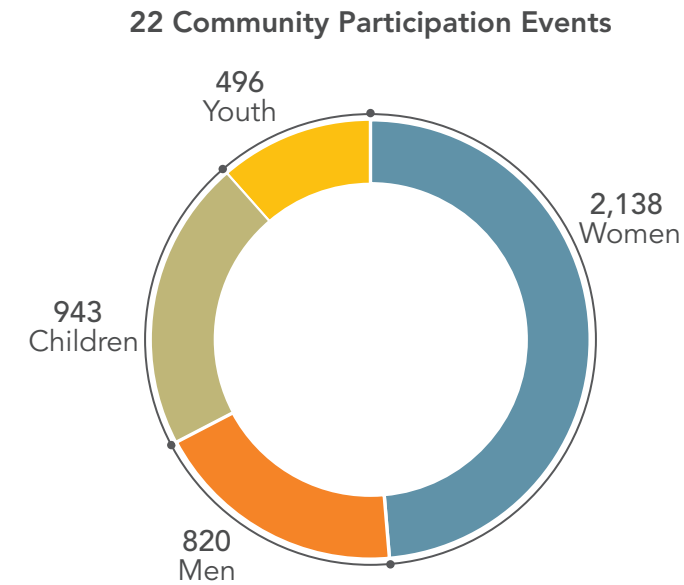
EDUCATION AND HEALTH

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 mil services free of charge** to women and their families, **positively impacting** their **emotional health, household economy,** and **quality of life.**

“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 TLAPA

“Thanks to the talks on violence, I no longer permit violence in my home. I really enjoy the activities; I attend the embroidery workshops and give myself some space. Thanks to the Origen Home, my personal and family lives have changed.”

Irene



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 PUEBLA

“I was originally interested in Origen for the talks but later, we formed a working group to weave palm. The talks have helped me value myself as a woman, to know that my opinion matters, and that I can earn a wage through palm artisanry.”

Rosario

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



COMPROMISO

MI KOSÚ YO B'EDYI NI KUEE

Tekjañomü

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

KUEJI B'EPJI

RI • GI • SEGURIDAD

RA XORÚ *Ri Jñisú*

PRODUCTOS

BIENESTAR

KUEGO

TRADICIONES

PLANEACIÓN

COMUNICACIÓN

Autoestima

SETSI PEKJO

Ri Xerú

APRENDER FUTURO

Nu kuee

RI PEPJI CONFIANZA

Ventas MBO



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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 attended **19,640** calls



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.**

Thank you
for your **trust!**



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

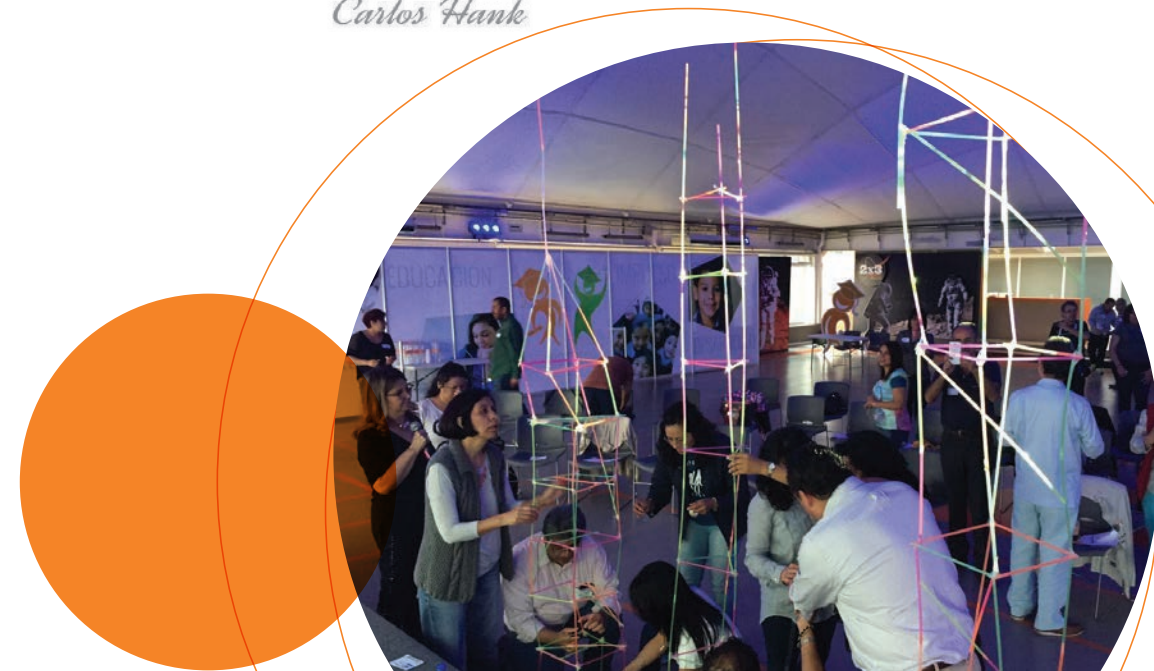
Currently, a company that invests in its employees improves its work environment and organizational culture. Those who practice Corporate Social Responsibility and internally promote the well-being of their employees, improve the productivity of the company.

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 persons, is to invest in a company; thanks to people, companies are possible.”



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.

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.



Thank you for choosing **Origen Products** and helping women improve the **economics** of their household!



We would like to thank all of the companies and organizations that invited us to participate in events to raise awareness for the labor of Origen, and to promote solidarity and co-responsibility among its members.



ACKNOWLEDGMENTS

CANCELATION OF THE COMMEMORATIVE STAMP

In recognition of Fundación Origen's work in favor of women, the Mexican Postal Service carried out the cancellation 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."



SUPER MOMS AWARD

The magazine Selecciones recognized Mariana Baños, and nine other Mexican social entrepreneurs and business women, with the "2016 Super Moms Award" for her outstanding work in favor of women through Fundación Origen.



ENCOUNTER WITH POSITIVE ACTION LEADERS

In the "Encounter with Positive Action Leaders", the North Anáhuac University (Universidad Anáhuac Norte) invited Catalina Estrada Martí to give a talk about her professional experience and her role as CEO of Fundación Origen to students of the Social Commitment Leadership Program, Impulsa.



EVENTS

GIFTING SMILES

Thanks to the generosity and commitment of our donors, allies, and volunteers, we hosted our annual community event in the Origen Home Center Villa Victoria, State of Mexico. More than 500 boys and girls received toys, books, articles of clothing and shoes.



FILL YOUR BOTTLE WITH

LUISAVIAROMA, in alliance with Cuervo and Sotheby's, inspired prestigious artists of contemporary art and fashion houses to intervene in the design of the *Tequila Maestro Dobel Diamante* bottle. These artists included: *Aquazurra, Blumarine, Daniela Villegas, Etro, Ferragamo, Missoni, Héctor Esrawe, Héctor Zamora, Loris Cecchini, Maurizio Donzelli, Michelangelo Pistoletto, Pascale Marthine Tayou, Paolo Grassino, Prince Lauder, Richard Dupont.* In collaboration with the *Galleria Continua, Eduardo Secci Contemporary* and *Galería Labor* joined forces to benefit women through *Origen*. Their works of art were auctioned on the 8th of March, the International Day for the Elimination of Violence against Women, in the *Soumaya Museum*.



▲ LUISAVIAROMA

GALLERIACONTINUA

LABOR



Sotheby's

MUSEO Soumaya FUNDACION Carlos Slim

EDUARDO SECCI

SPRING FEVER

SPRINGFEVER
¡Compra con sentido!

We held our fourteenth annual Spring Fever Market with the participation of 110 brands and over four thousand attendees who "purchased for a cause" in support of the construction of the new Origen Community Home Center Villa Victoria. We thank the Mexican women entrepreneurs who generously donated a percentage of their sales to support women through Fundación Origen, as well as the sponsors and volunteers who support us each year.



WINTER FEVER

WINTERFEVER

We held our eighth Winter Fever Querétaro Market in which 80 brands participated and over a thousand people attended. A percentage of the sales were designated to our cause and the remaining to two local nonprofits: Center for the Education and Comprehensive Training of Women of Querétaro (*Centro de Estudios y Formación Integral para la Mujer of Querétaro, CEFIM*) and the Social Center Maximiliano Kolbe (*Centro Social Maximiliano Kolbe*). Thank you to the sponsors, participants, and attendees for their commitment and generosity with women.



VINTAGE FURNITURE AUCTION

The Hotel Condesa DF and the Parada 54 Gallery hosted the vintage furniture auction *Century 20 Design* in favor of *Fundación Origen*. We would like to thank the individuals who, through their purchases, helped us reach more women.



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.

EXPO AND SALE "MEXIKO"

The OMR Gallery and the German artist, Candida Höfer, presented the photographic work "Mexiko" to help women through *Fundación Origen*.



CHANEL IN BENEFIT OF WOMEN

With the support of Nora Chedraui, we hosted an exclusive Chanel sale in benefit of *Fundación Origen*.



Thank you for your commitment to women!



Nuestro más profundo agradecimiento a: Ana Erika Whestphal de Hagsater y Erik Hagsater, Familia Baños De Alba, Laura Laviada y Familia, Familia Miguel Checa, Marinela Servitje Montull, Francisco Álvarez-Morphy y Familia, Familia Palomino Blanch, Federika y Lorenza Uthhoff Noriega, The Hojel Schumacher Foundation, Carlos Peralta, Ana Paula Villegas, Luis Pardo Pardo y Wafaa Irani de Trabulce.

“ Thank you ”

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!



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



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.



FORUM PARTICIPATION

WOMEN'S WEEKEND

In honor of the International Day for the Elimination of Violence against Women, we participated in the event *"Women, the Protagonists of Social Change."*



WOMEN'S FORUM MÉXICO



We were present in the forum *"Co-Creating Together"* in the round table discussion *"How to Heal Violence if it is the Norm in Our Society,"* where the central topic was the creation of economic opportunities for women.

FORBES FORUM

As part of the Forbes Powerful Women's Summit, Mariana Baños, participated in the round table discussion *"Change the Mentality"* along with Gina Diez Barroso, Founder of the DIARQ Group; Ana Gúezmes, Mexico Representative for UN Women; José Antonio Meade, Secretary of Social Development, and Cristina Ruiz de Velasco, Executive Director of External Affairs for AT&T, in order to empower the women and men of today to shift from gender equality to gender equity.



TEDX MEXICO

Mariana Baños gave the talk *"Observe...awaken your empathy and act"* to youth in the Ameyalli school.



CAMPAIGNS

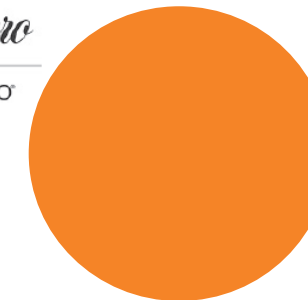


CAMPAIGN "GIVE US A HAND WITH YOUR HANDS."

In order to obtain funds for the construction of the Origen Home Center Villa Victoria, we carried out the campaign *"Give Us a Hand with Your Hands"*, in which we invited children served by Origen to make a monetary donation in exchange for imprinting their hands in plaster to then place them in the new center. To: Tommy, Alexa and Serapión Fernández, Juan Pablo del Moral Hinojosa, Casilda and Javiera Hinojosa, Gerardo, Pamela and Eduardo Fux, Daniela and Mariana Aboumrad, Daniela and Ana Pacheco, Emilia, Lorenzo and Alberto Hojel, Eduardo and Diego Riba. *Thank you for giving us a hand with your hand!* Thank you for demonstrating your support to the boys and girls that attend our Center.

MOTHERS AND DAUGHTERS MODELO

Mariana Baños participated in the campaign *"May has Only One Day, Mine. Mothers and Daughters Model"*, by El Palacio de Hierro, inspired by Mexican women leaders in their nonprofit organizations.



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.



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.



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!



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.



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. Thank you for your professionalism and generosity!



“END OF SEASON” CAMPAIGN

Thank you to the participants of our pop up market who joined the campaign by donating the value of their products. Thanks to Leslie and Carol Fastlich, Diego Ortiz, Jasibe Meta, Babis Orvañanos and Kelly Winer, for their commitment and generosity.



Thank you for your commitment and generosity!

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.



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.



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**.



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

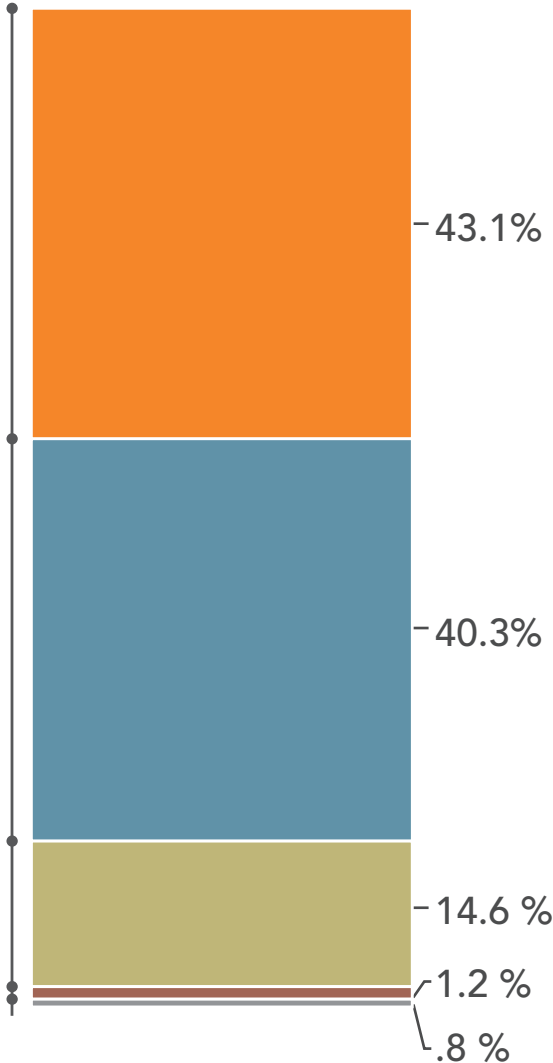


FINANCIAL REPORT

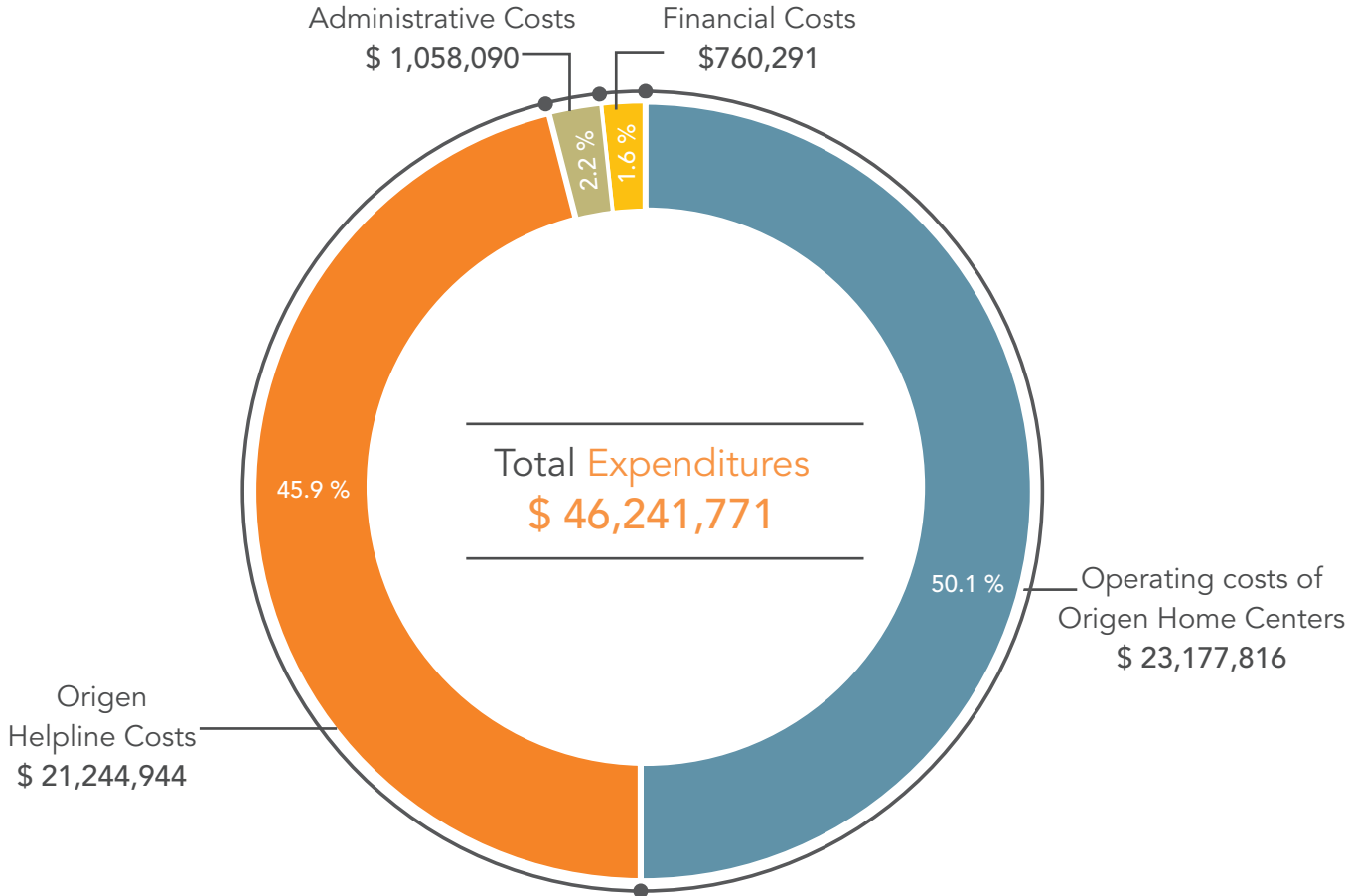
The Financial Statements are audited by SPC Accountants and Lawyers, (SPC Contadores y Abogados, EuraAudit International), in accordance with the Mexican Financial Reporting Standards.

- Other taxable income \$ 20,827,331
- Monetary donations \$ 19,476,669
- In-kind donations \$ 7,069,834
- Other earnings \$ 591,933
- Bank interest \$ 359,223

Total Earnings 2016
\$ 48,324,990



DISTRIBUTION OF EXPENDITURES



INSTITUTIONAL ACTIVITIES

TRAINING

Aware of the importance of keeping our employees up-to-date and motivated, this year a series of Positive Psychology workshops were held, as well as courses, certification and masters programs, all according to their professional profile and their role in the organization.



To me being a women means:

- Always standing strong
- Uniting my family
- Together we can move forward
- Expect the best every day
- Find myself



CELEBRATING SPECIAL DAYS

We celebrate birthdays, Mother's Day, Day of the Dead, Independence Day, *Fundación Origen's* anniversary and Christmas. Thank you everyone for being part of *Origen!*

Thank you all for being part of **Origen!**

Delfina Trinidad. Nuevo Bosque Community, Villa Victoria, State of Mexico.



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Founder and President

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Vice President

Concepción De Palacio Cusi
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Origen Helpline Coordinator

Myrna López
Talk It Out Hotline Coordinator

Guadalupe Nasta Romero de Terreros
SRE Helpline Coordinator

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HEAD OF INSTITUTIONAL LINK

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Leticia Díaz Rivera
Lucie Julienne Claire Burgaud
Marie Jolie Pacheco
Sandra Chaba Kalach Romano
Margaret Tuachi
Renée Mondragón Gómez

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Origen Home Centers Program Director

Patricia Aldavera Mayen
Origen Home Centers Coordinator

Elizabeth Elizalde Amelco
Coordinator Origen Home, Guerrero

Fabián Rodríguez García
Coordinator Origen Home, Estado de México

Violeta Campos Cabral
Coordinator Origen Home, Puebla

Edith Trejo Martínez
Coordinator Origen Home, Acapulco

Carlos Pérez Núñez
Coordinator Origen Home, Nayarit

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Diana Partida Arteaga
Grants Coordinator

Yabry Cohen Álvarez
Recurring Donations Coordinator

Fátima Vázquez Ordaz
In-Kind Donations Coordinator

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Social Marketing Coordinator

Jhovany P. Herrera
Social Media Administrator

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Beatriz Pérez Rojas
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External Auditor

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Systems Coordinator

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María Jiménez Vilchis
Marisela Venegas Orona
Magdalena Aguilar Cano
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Jaime Aguilar Ortiz
Messenger

Raúl de Jesús Rangel
Maintenance

Galdino Juárez
Héctor Israel Rivera Mendoza.
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Fabiola Martínez Villa
Reception

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Legal Director

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Strategic and Institutional Planning

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Ivonne Panquetin

Allied Coaches

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Margarita Tarragona
Maruca Serrano
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Lucie Burgaud
Margaret Tuachi
Sandra Chaba Kalach Romano
José Landa González

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Jerónimo y Jacinta Pérez-Cirera Estrada
Paula y Valeria Vázquez Martínez
Sofía Reynoso Laclette
Pablo Porrero
Diego Beltrán
Beatriz Cárdenas Guzmán



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](#).





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