



# ANNUAL **REPORT** 2024

# TABLE OF CONTENTS

---

- 2** Message from the Executive Director
- 3** Mission, Vision and Roots
- 4** Sustainable Development
- 5** Mexico Projects
- 16** Uganda Projects
- 18** Financial Transparency
- 22** Our Team
- 23** Our Board



# MESSAGE FROM THE EXECUTIVE DIRECTOR

2024 was a year of consolidation and expansion for Corazón Raíz. The lessons learned from previous years allowed us to strengthen our strategies, professionalize our processes, and, above all, expand the reach of our programs in Mexico and Uganda, reaffirming our commitment to expanding educational opportunities in rural and Indigenous communities.

Through collaborative work with communities, local government partners, and strategic allies, we improved educational infrastructure in Indigenous communities facing significant barriers, advanced the implementation of training programs for Nahua Indigenous women, and continued supporting hundreds of girls, boys, young people, and educators in contexts where access to education remains a privilege rather than a guaranteed right.

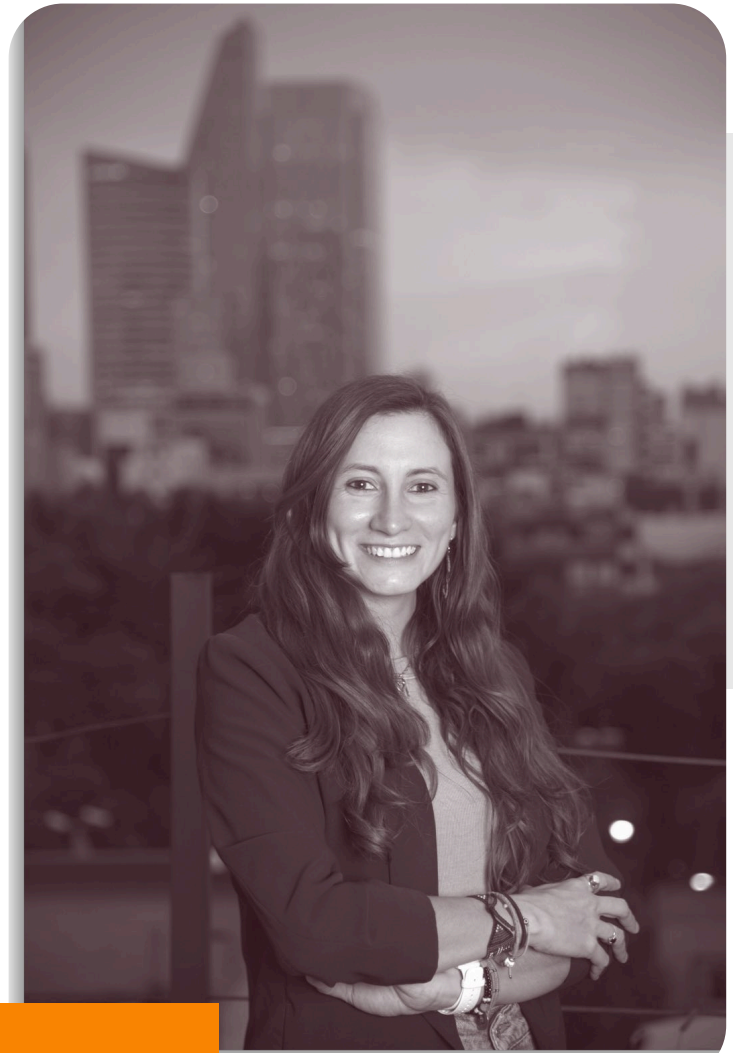
2024 was also a year of notable growth. We achieved triple-digit growth in both our income and the number of direct and indirect participants reached. Although our financial results do not yet fully reflect this progress due to strategic investments made to strengthen our operations and expand our impact, the growth and changes we achieved are undeniable.

Our vision has grown stronger through each story and experience shared with communities. By listening directly to people's needs and aspirations, we have been able to develop viable projects that generate meaningful results.

Our local partnerships continue to grow stronger, and our projects move forward thanks to the invaluable support of those who believe in this work: donors, partner companies, volunteers, and committed collaborators.

Thank you for continuing this journey alongside us. May 2025 find us even more united, convinced that education is one of the most powerful tools for breaking cycles of inequality and building more equitable futures.

**Thank you for being part of this movement to create change from the roots!**



**FERNANDA DE LA CERDA**

Executive Director

# MISSION

To expand educational opportunities in Indigenous and rural communities around the world through collaborative strategies and programs that promote equitable, quality education for children, young people, and adults, supporting comprehensive community development and contributing to the reduction of inequality.

# VISION

To be an organization that provides equitable educational solutions for children, young people, and adults living in Indigenous and rural communities, recognized for the quality of its services and the excellence of its team.

# ROOTS

-  Solidarity
-  Justice
-  Trust
-  Respect
-  Empathy
-  Integrity
-  Transparency



# SUSTAINABLE DEVELOPMENT

## SUSTAINABLE DEVELOPMENT GOALS

Nonprofit organizations play a fundamental role in creating actions that contribute to achieving the Sustainable Development Goals (SDGs). At Corazón Raíz, we develop projects that prioritize actions contributing to the implementation of the SDGs in Mexico and Uganda, while considering the specific contexts of the communities and villages where we work.



As an organization, SDG 4—Quality Education—is at the center of our programs and projects. Because our initiatives serve children, youth, and adults, they also directly contribute to SDGs 1, 5, 8, and 10.

# PROJECTS: MEXICO

In 2024, Corazón Raíz continued its work in the Sierra de Zongolica, a mountainous region in Veracruz, Mexico, where 80–90% of the population identifies as Nahua and many communities face significant barriers linked to poverty and access to services.

Through our collaboration with local communities, we identified three priority areas: educational infrastructure, teacher training, and expanded educational opportunities for young people, women, and adults.



Located in the highlands of Veracruz within the Sierra Madre Oriental mountain range, the Sierra de Zongolica includes several municipalities where, on average, 40% of the population lives in extreme poverty.



# EDUCATIONAL INFRASTRUCTURE

## EDUCATIONAL INFRASTRUCTURE FOR NAHUA COMMUNITIES IN ZONGOLICA, VERACRUZ

**IMPACT:** The preschool classroom of CONAFE (Mexico's National Council for Educational Development) was inaugurated in Cuahuixtlahuac, becoming the first of three schools included in this project to build or rehabilitate educational spaces equipped with modular furniture, learning materials, and teacher training.

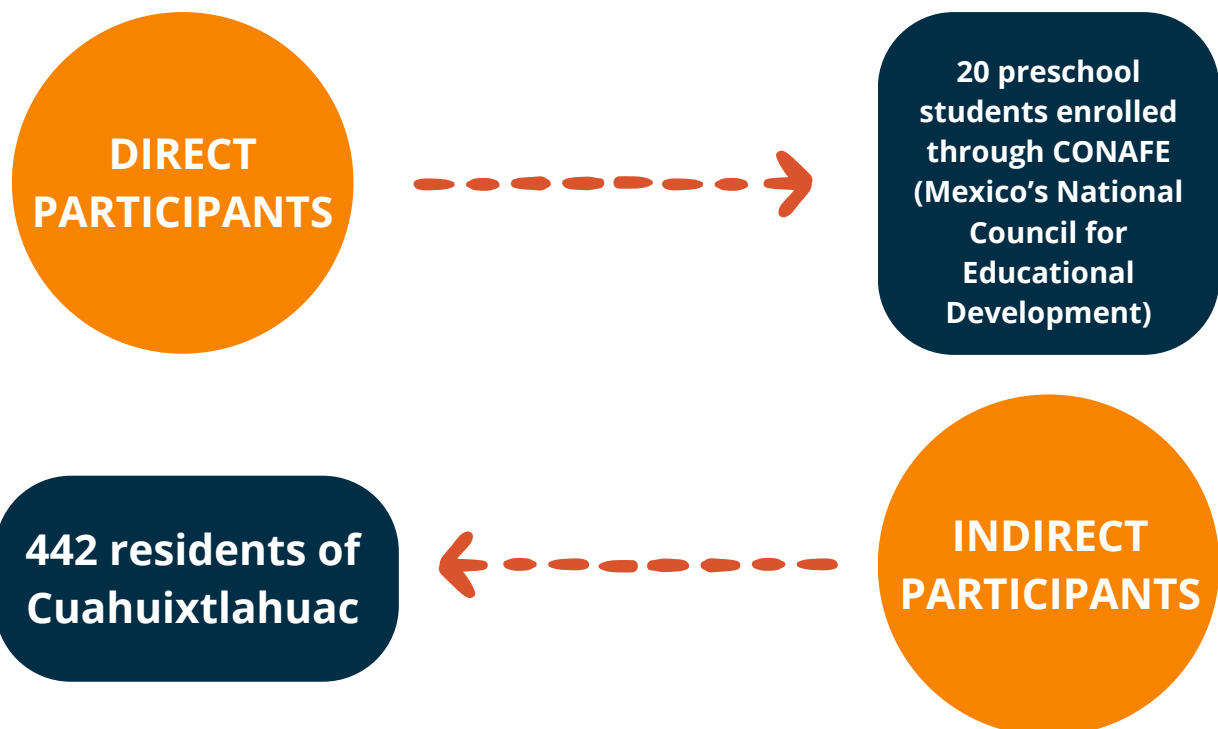
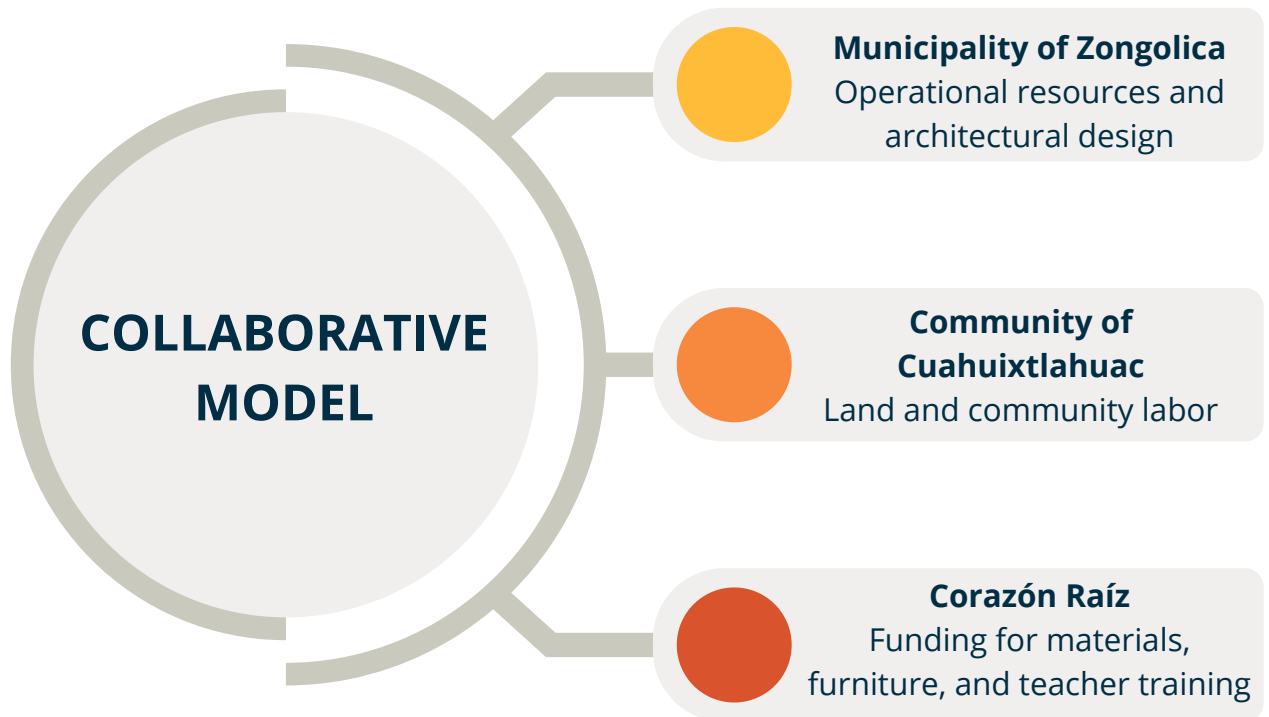
**COMMUNITIES REACHED:** Cuahuixtlahuac, Tlacuilotecatl el Grande, and Azcuahutlamanca.

### ACTIVITIES COMPLETED:

- Supervision and monitoring of construction progress.
- Inauguration ceremony for the preschool classroom, with participation from municipal authorities, community leaders, and the Corazón Raíz team.
- Completion of baseline evaluations to measure results and the impact of the construction and equipment provided.



# EDUCATIONAL INFRASTRUCTURE



# EDUCATIONAL INFRASTRUCTURE



# TRAINING AND EMPOWERMENT

## NEW MEXICAN SCHOOL FORUM: NEUROEDUCATION AND SOCIOEMOTIONAL DEVELOPMENT WITHIN THE FRAMEWORK OF THE NEW MEXICAN SCHOOL MODEL

**IMPACT:** The training forum reached 250 teachers from the Sierra de Zongolica through two five-hour sessions led by a specialist in neuroeducation and socioemotional development within the framework of Mexico's New Mexican School Model.

**SCHOOL AREAS REACHED:** Mixtla de Altamirano and surrounding municipalities.

### ACTIVIDADES REALIZADAS:

- Signing of a collaboration agreement between municipal and educational authorities in Mixtla de Altamirano on April 15, 2024.
- Two training sessions were held:

#### First Session:

Topic: The New Conceptual Framework of the New Mexican School Model

Date: May 23, 2024

#### Second Session:

Topic: Integrating Principles of the New Mexican School Model

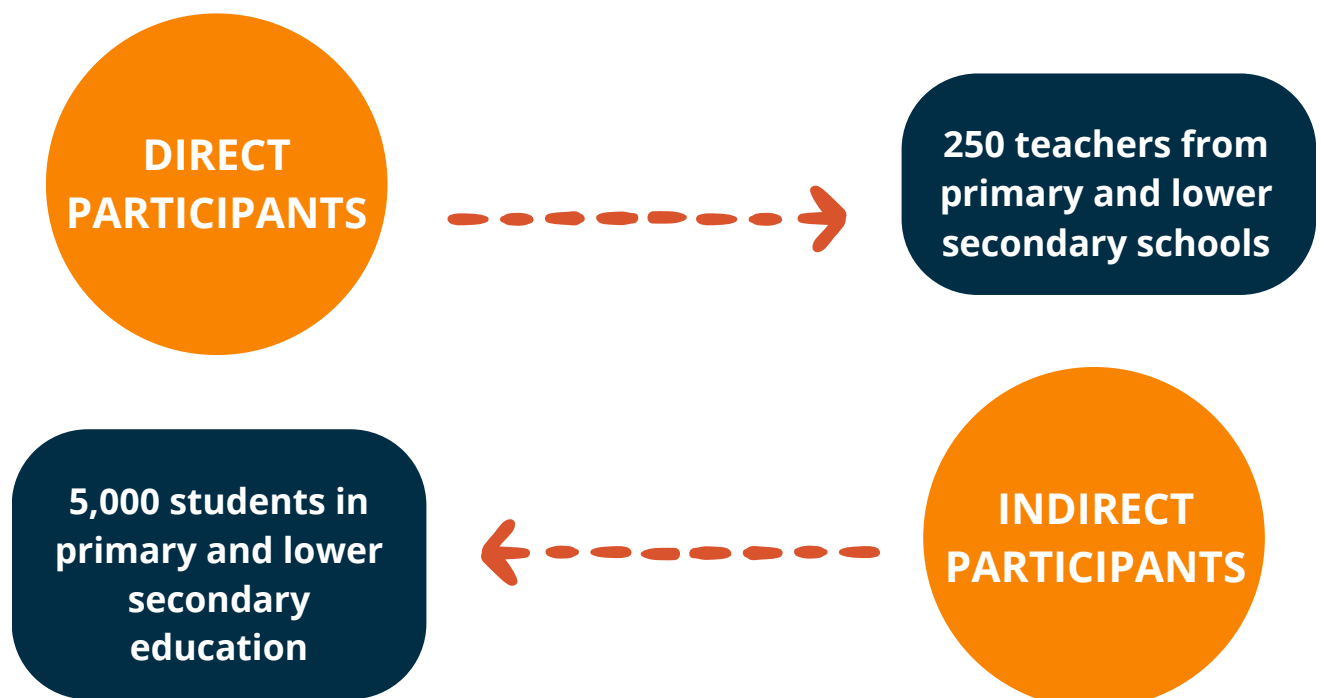
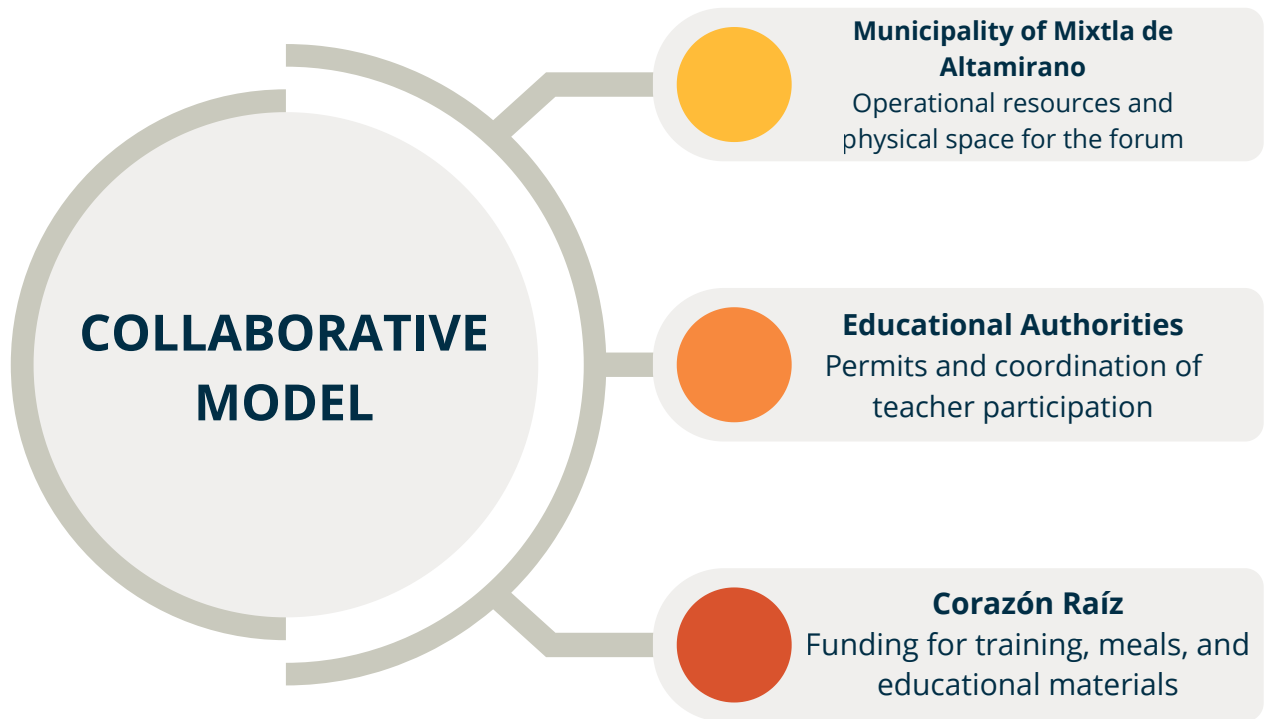
Date: July 8, 2024

A total of 250 primary and lower secondary teachers from the region participated.

During each session, teachers received educational manuals, learning materials, and school supplies. Food and refreshments were also provided for participants.



# TRAINING AND EMPOWERMENT



# TRAINING AND EMPOWERMENT



# TRAINING AND EMPOWERMENT

## DELIVERY OF LIBRARIES AND BOOKS IN ZONGOLICA AND MIXTLA DE ALTAMIRANO

**IMPACTO:** Corazón Raíz delivered three classroom libraries containing 150–200 books each, donated by Editorial Larousse and Penguin Random House, as well as one library from Librerías Gandhi containing 200 books.

These resources supported preschool and elementary schools in Indigenous communities in Zongolica.

Additionally, Penguin Random House books were directly distributed to middle school students in Mixtla de Altamirano, promoting reading through reflection circles and participatory activities.

### ACTIVIDADES REALIZADAS:

- Delivery of three school libraries containing 366 books from Larousse and Penguin Random House.
- Delivery of one school library containing 200 books donated by Librerías Gandhi through the Libro Abierto program.
- Creation of reading corners in the following schools: Azcuahuatlamaca Preschool, Cuahuixtlahuac Preschool, and Tlacuiloltecatl Grande Elementary School
- Distribution of books to middle school students in Mixtla de Altamirano.
- Schools Reached: Andrés Quintana Roo, Quetzalcóatl, David Alfaro Siqueiros, and Telesecundaria de Ayahualulco.
- Each student received a book from Penguin Random House.
- Reading circles were organized to encourage reflection on inclusion, tolerance, and diversity.



# TRAINING AND EMPOWERMENT



# TRAINING AND EMPOWERMENT

## MAKE IT POSSIBLE: COMMUNICATION AND ARTIFICIAL INTELLIGENCE FOR CHANGE

**IMPACT:** More than 50 leaders from nonprofit organizations, social entrepreneurs, and professionals from different sectors received training in communication, social media, and artificial intelligence.

The goal was to strengthen their ability to expand their impact by using available technological tools.

### EVENT AGENDA:

**Speaker:** León Felipe Prior  
Co-founder and CEO, Agüita de Limón  
**TOPIC:** Stories That Inspire Action  
(Digital Marketing)

**SPEAKER:** Miriam Amaro Sánchez  
Founder and Director, SICDOS  
**TOPIC:** From A to I: Improving Your  
Communication Strategy  
(Artificial Intelligence and Social  
Communication)

**SPEAKER:** Manuel O'Brien  
Director of Government and Regulatory  
Affairs for IBM Mexico, Chile, and Costa  
Rica  
**TEMA:** Opening Data with Artificial  
Intelligence  
(AI Context)



# OTHER ACTIVITIES

## FOOD PACKAGE DISTRIBUTION IN MIXTLA DE ALTAMIRANO FOLLOWING LANDSLIDE

On February 10, 2024, a landslide occurred on the Zongolica–Atzala state highway, leaving more than 2,000 residents from eight communities temporarily disconnected.

On March 22, Fundación Corazón Raíz delivered 40 food packages to affected families as part of its continued commitment to the communities where it works.



## SPORTS SUPPLY DONATION IN MIXTLA DE ALTAMIRANO



On July 15, 2024, Corazón Raíz delivered donated sports supplies collected for the summer course organized by the DIF of the Municipal Government of Mixtla de Altamirano.

These supplies allowed children and adolescents to participate in summer activities focused on learning, recreation, and sports.

## DONATION OF PENS FROM GRUPO AZOR

On September 25, 2024, Corazón Raíz delivered a donation of pens from Grupo Azor to students at Melitón Guzmán Elementary School and Indigenous Elementary School September 16, both located in Zongolica, Veracruz.

The donation supported school activities and benefited 300 children.



# PROJECTS: **UGANDA**

Uganda is among the 25 poorest countries in the world. Despite recent economic growth, approximately 42% of the population lives on less than USD \$2.15 per day.

Additional challenges include a young population structure, with 46% of the total population under the age of 15, contributing to high rates of school dropout and exposure to risks during childhood.



In education, the challenge is twofold: access and learning outcomes.

Although most children enroll in school, only about half complete primary education, and significant gaps in education quality remain.

Approximately 82% of children in Uganda are unable to read and understand a simple text by age 10. These challenges are especially pronounced in rural areas, where schools are often far from communities and educational services are limited.

For this reason, initiatives that expand access to quality education in rural communities can create meaningful opportunities for children and families.



# DESLIBE CHARITY ORGANIZATION

**IMPACTO:** Through our Institutional Sustainability and Educational Infrastructure Programs, Corazón Raíz has contributed to the development and operation of Deslibe Charity Organization, a community school providing free education to 296 children from preschool through Primary 3 in Kimanto village, Luuka District, Uganda.

## ACTIVIDADES REALIZADAS:

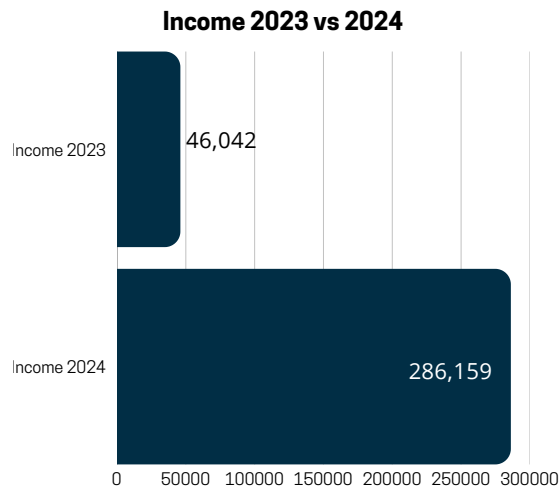
- Funding for the construction of the first permanent brick-and-concrete classroom (construction began in 2023 and was nearing completion).
- Funding for the construction of a temporary classroom for Primary 3 students and the purchase of desks for new students during the 2024 school year.
- Guidance and support in developing operational documentation, including school, financial, and legal records.
- Funding for teacher salaries during the 2022, 2023, and 2024 academic years.
- Completion of two EGRA and EGMA learning assessments conducted through USAID to measure students' learning levels (July and December).
- Coordination and support of two volunteer groups that contributed to construction and improvements to learning spaces (July and December).



**DIRECT  
PARTICIPANTS**

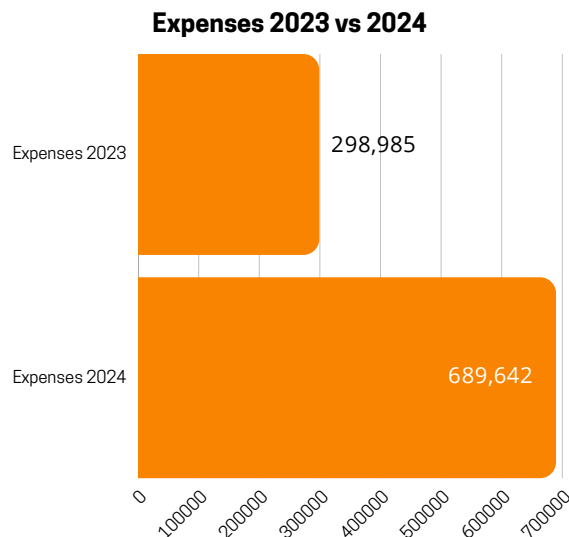
**296 students  
from  
preschool  
through  
Primary 3**

# FINANCIAL TRANSPARENCY



## **ANNUAL INCOME GROWTH: 522%**

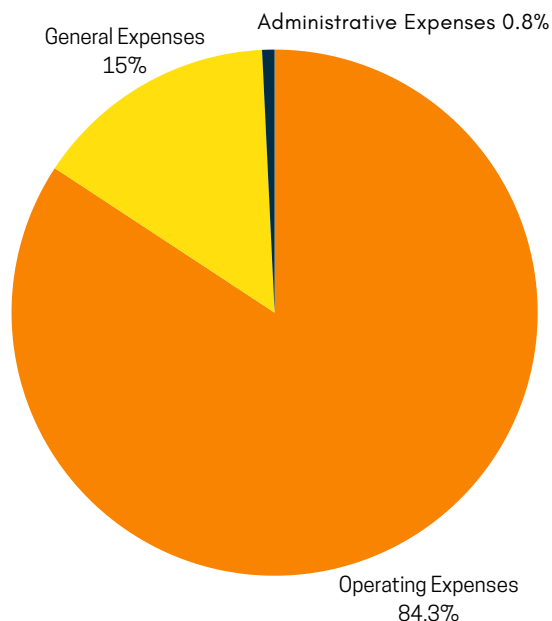
This growth reflects strengthened fundraising efforts and increased confidence from our partners and donors in the impact of our projects.



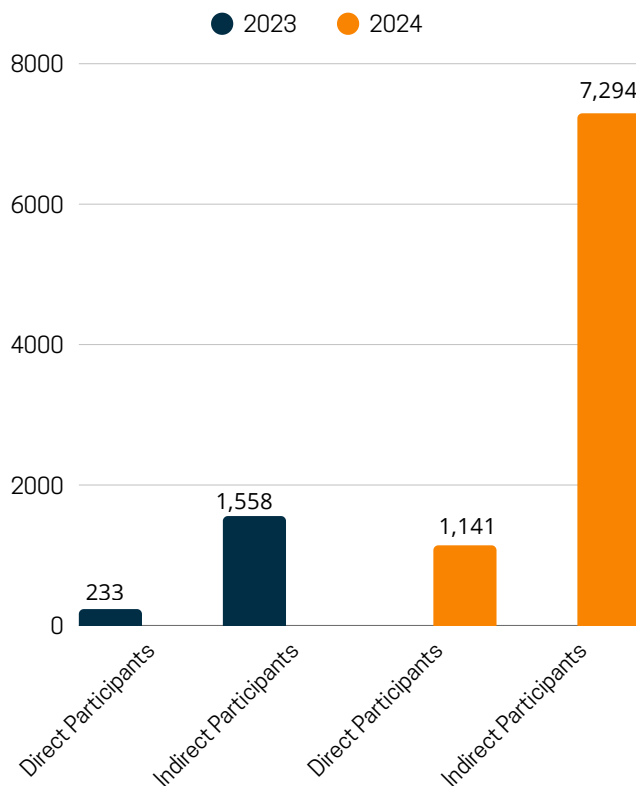
## **ANNUAL EXPENSE GROWTH: 131%**

This growth reflects the expansion of our programs and the strengthening of our field operations, increasing our capacity to create impact and deliver results in communities.

# FINANCIAL TRANSPARENCY



Our commitment is to the communities we work alongside. That is why more than 80% of our income was invested directly into projects that make educational opportunities possible.



**GROWTH IN  
DIRECT  
PARTICIPANTS  
REACHED:**

**390%**

**GROWTH IN  
INDIRECT  
PARTICIPANTS  
REACHED:**

**368%**



# FINANCIAL TRANSPARENCY

|  <b>FUNDACION CORAZON RAIZ A.C.</b><br><b>Estado de Resultados Integral al 31 de Diciembre de 2024</b> |                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| <b>Ingresos</b>                                                                                                                                                                         |                           |
| + VENTAS                                                                                                                                                                                | \$38,438                  |
| DONATIVOS                                                                                                                                                                               | \$247,721                 |
| - DEVOLUCIONES Y REBAJAS SOBRE VENTAS                                                                                                                                                   | \$0                       |
| = TOTAL INGRESOS                                                                                                                                                                        | <u>\$286,159</u>          |
| <b>Egresos</b>                                                                                                                                                                          |                           |
| <b>GASTOS DE OPERACIÓN</b>                                                                                                                                                              |                           |
| SUELDOS Y SALARIOS                                                                                                                                                                      | \$279,742                 |
| - CONSTRUCCIONES                                                                                                                                                                        | \$262,350                 |
| - VIATICOS                                                                                                                                                                              | \$8,265                   |
| - AYUDA PARA DOCENTES                                                                                                                                                                   | \$19,740                  |
| - APOYO ALIMENTARIO                                                                                                                                                                     | \$8,889                   |
| - UNIFORMES                                                                                                                                                                             | \$2,068                   |
| = Total Gastos por recaudación                                                                                                                                                          | <u>\$581,054</u>          |
| <b>UTILIDAD BRUTA</b>                                                                                                                                                                   | <b>(\$294,895)</b>        |
| <b>GASTOS GENERALES</b>                                                                                                                                                                 |                           |
| PUBLICIDAD                                                                                                                                                                              | \$87,000                  |
| HONORARIOS PROFESIONALES                                                                                                                                                                | \$10,800                  |
| PAPELERIA                                                                                                                                                                               | \$5,533                   |
| Total Gastos de Operación                                                                                                                                                               | <u>\$103,333</u>          |
| <b>GASTOS DE ADMINISTRACION</b>                                                                                                                                                         |                           |
| HONORARIOS Y CONSULTORES                                                                                                                                                                | \$4,824                   |
| INFORMATICA                                                                                                                                                                             | \$431                     |
| = Total Gastos de Administración                                                                                                                                                        | <u>\$5,255</u>            |
| <b>Gastos Financieros</b>                                                                                                                                                               |                           |
| - GASTOS FINANCIEROS                                                                                                                                                                    | \$3,514                   |
| = Total productos financieros                                                                                                                                                           | <u>\$3,514</u>            |
| - ISR                                                                                                                                                                                   | \$0                       |
| = Gastos antes de impuestos                                                                                                                                                             | <u>\$0</u>                |
| = <b>Utilidad (o Pérdida)</b>                                                                                                                                                           | <u><b>(\$406,997)</b></u> |

La información aquí contenida es sólo para uso interno de FUNDACION CORAZON RAIZ A.C.

# FINANCIAL TRANSPARENCY

|                                       |             |
|---------------------------------------|-------------|
| <b>Ingresos</b>                       |             |
| + VENTAS                              | \$38,438    |
| DONATIVOS                             | \$247,721   |
| - DEVOLUCIONES Y REBAJAS SOBRE VENTAS | \$0         |
| = TOTAL INGRESOS                      | \$286,159   |
| <b>Egresos</b>                        |             |
| <b>GASTOS DE OPERACIÓN</b>            |             |
| SUELDOS Y SALARIOS                    | \$279,742   |
| - CONSTRUCCIONES                      | \$262,350   |
| - VIATICOS                            | \$8,265     |
| - AYUDA PARA DOCENTES                 | \$19,740    |
| - APOYO ALIMENTARIO                   | \$8,889     |
| - UNIFORMES                           | \$2,068     |
| = Total Gastos por recaudación        | \$581,054   |
| <b>UTILIDAD BRUTA</b>                 | (\$294,895) |
| <b>GASTOS GENERALES</b>               |             |
| PUBLICIDAD                            | \$87,000    |
| HONORARIOS PROFESIONALES              | \$10,800    |
| PAPELERIA                             | \$5,533     |
| Total Gastos de Operación             | \$103,333   |
| <b>GASTOS DE ADMINISTRACION</b>       |             |
| HONORARIOS Y CONSULTORES              | \$4,824     |
| INFORMATICA                           | \$431       |
| = Total Gastos de Administración      | \$5,255     |
| <b>Gastos Financieros</b>             |             |
| - GASTOS FINANCIEROS                  | \$3,514     |
| = Total productos financieros         | \$3,514     |
| - ISR                                 | \$0         |
| = Gastos antes de impuestos           | \$0         |
| = <b>Utilidad (o Pérdida)</b>         | (\$406,997) |

La información aquí contenida es sólo para uso interno de FUNDACION CORAZON RAIZ A.C.

# OUR TEAM

Our team is made up of multidisciplinary Mexican professionals who develop valuable initiatives that contribute to sustainable community development.



**María Fernanda de la Cerda**  
Executive Director



**Ana Cristina de la Cerda**  
Associate



**Nathalia Hernandez**  
Fundraising Coordinator



**Joaquín Esquivel**  
Legal Representative

# OUR BOARD

Our advisory board is composed of multidisciplinary Mexican professionals who provide guidance and strategic perspective to support Corazón Raíz's work.



**León Prior**

Board Member

Industrial Engineer and co-founder and CEO of Agüita de Limón, Mexico's first influencer marketing agency.

He specializes in innovation project management and graduated from Kellogg's AI Applications for Growth program.



**Humberto Lara**

Board Member

Lawyer from the National Autonomous University of Mexico (UNAM), with a specialization in Intellectual Property and a master's degree in ICT Law from INFOTEC.

He has worked with specialized firms in industrial property and copyright, developing extensive experience in the legal protection of innovation, creativity, and emerging technologies.



**Mónica Acosta**

Board Member

PhD in History and academic researcher at the Historical Archive of Universidad Iberoamericana, Santa Fe Campus.

She served as Program Assistance Coordinator at the Institute for Economics and Peace from 2021 to 2023.

She has more than five years of experience in political marketing, consulting, and public policy monitoring.



**Joaquin Esquivel**

Board Member

Lawyer from Universidad La Salle with a master's degree in Industrial and Intellectual Property Law from the University of Barcelona.

He is a founding partner of Be Able Legal and specializes in trademark protection, inventions, copyright, trade secrets, contracts, advertising, specialized litigation, and domain name recovery.



# ANNUAL REPORT 2024



[www.corazonraiz.org](http://www.corazonraiz.org)



[contacto@corazonraiz.org](mailto:contacto@corazonraiz.org)



[fcorazonraiz](https://www.instagram.com/fcorazonraiz)



Fundación Corazón Raíz



Fundación Corazón Raíz