



Education • Health • Citizenship • Productivity



*Facilitamos el desarrollo humano, social y económico*

**Yo quiero Yo puedo** is a Mexican NGO that **has driven and facilitated improved wellbeing** of more than 20 million people in Mexico and 16 other countries.

**Yo quiero Yo puedo** designs, implements and evaluates programs that **strengthen life skills** and **reduce** psychosocial **barriers** in order to **promote personal development** so that individuals become **agents of change** in their own lives, their families and their communities.



# Vision

To be recognized as leaders in the creation of models and programs that promote the empowerment of people from an early age, to reach the Sustainable Development Goals.



## Mission

Promoting empowerment through our proven life skills-based methodology, we facilitate human, social and economic development.



## Productivity

- Financial education
- Entrepreneurship (rural and urban)
- Wellbeing and workplace motivation
- Community banks

## Health

- Maternal-infant health
- Hygiene and environmental cleanup
- Nutrition
- Certain types of cancers
- Mental health
- HIV/AIDS

## Citizenship

- Civic engagement
- Social violence
- Civics and ethics
- Institutional strengthening

## Education

- School drop-out and risk prevention
  - Addictions
  - Pregnancy
  - Violence/bullying
  - Obesity/diabetes
- Early childhood development
- Talent development
- Physical activity and sports
- Financial education
- School for parents

*Gender equality*

# Areas of Action

## Community programs

Train:

- Promotors and community leaders
- Health personnel



*Target population*

## School programs

Train:

- Teachers
- Parents



*Boys, girls and adolescents*

## Entrepreneurship

Directly train:

- Individuals with an entrepreneurial profile
- Technical advising
- Mentorship program

*Raising awareness with authorities and action for public policy*

# Methodology



# Theoretical framework

## Context

Needs  
assessment

## Tools

**+**  
*plus*

Knowledge

Life skills

**-**  
*minus*

Psychosocial  
barriers

## Key behaviors

Change  
process

## Intrinsic empwermment

Person as an  
agent of  
change

## Impact

Social  
development in  
communities



In 2017 alone, we worked in **24 Mexican states** as well as **internationally**, implementing **31 projects** to train **27,006 people** with the support of 32 institutional donors.



**-28%**



Reduction in school dropout between primary and secondary school

**+22%**



Increase in motivation and responsibility to study

**+80%**



Increase in parents-child communication on difficult topics

**89%**



Participating teachers who believe that the Yo quiero Yo puedo program should be implemented nationally



**+150,000**

Children and teachers who have participated in our programs to increase school performance



**EDUCATION**



**+46%**



Increase in children and adolescents who reject drug use

**+56%**



Increase in personal and community hygiene

**+68%**



Increase in women who have a Pap smear done

**+66%**



Increase in adolescents who refuse to engage in unprotected sex



**2.4 million**

Women and children who have participated in our program to strengthen infant health



**HEALTH**

**80%**



Positive attitudes toward gender equality

**+38%**



Identification of healthy exercise of power

**+46%**



Rejection of various types of violence as a social norm

**+55%**



Increase in social participation



**11.5 million**

Secondary school students and teachers who have used the "Civics and ethics training: I want to, I can" textbook



**CITIZENSHIP**

**+49%**

Increase in sustainable saving habits



**+200**

Microenterprises created



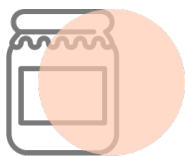
**+37%**

Increase in workplace satisfaction



**-60%**

Number of garments produced without error, in the textile industry



**+42,000**

Jars of Aunt Lore jam sold in Walmart and Superama



**PRODUCTIVITY**





# Recent achievements

*In 2017, we catalyzed comprehensive development in the 4<sup>th</sup> most impoverished municipality in Mexico.*

We work in **Metlatonoc**, one of the communities with the **highest rates of poverty worldwide**, which is located in the mountains of Guerrero. From 2015-2017, together with the government program Prospera, we promoted **community transformation**, starting with the most basic needs like personal hygiene and sanitation.

After three years, community members have made **changes in caring for their health, nutrition, gender equality, co-existence** and have reflected on their traditional norms, proposing such groundbreaking changes as ending the sale of girls and women, in forced marriages. Today, Metlatonoc is a different community that will continue to progress through empowerment and newly acquired skills.

**Much remains to be done in the region. Today, we are working in the neighboring municipality of Cochoapa.**

*Video in Spanish*





## We catalyze youth entrepreneurs and agents of change

This program, supported by the Inter-American Development Bank, is part of the regional Youth Entrepreneurship Program. Through formative workshops, technical advising and a mentorship program, youth successfully **develop their ideas, create or strengthen their businesses** and, above all, maintain them, as well as create employment in the community.

In two years, **the program has been consolidated and results are seen with youth who live in marginalized communities.** The program has enabled changes and improved lives.

In two years, **1000 youth have completed 101 hours of training, starting or strengthening 600 businesses in Jalisco, Hidalgo and Mexico states.**

Learn more about our programs  
and projects at  
[yoquieroyopuedo.org.mx](http://yoquieroyopuedo.org.mx)

# FINANCIALS

## 2017 (USD)

Investment in citizenship  
**\$604,659**

Investment in productivity  
**\$418,920**

Investment in education  
**\$845,859**

Investment in health  
**\$270,622**

TOTAL INVESTMENT 2017  
**\$2,140,062**

EXPENSES 2017  
**\$2,108,610**





# Recent publications

*Children left behind by migration: training their caretakers*

International Journal of Migration, Health and Social Care (2016)

*Psychosocial Barriers as Impediments to the Expansion of Functionings and Capabilities: The Case of Mexico*

Journal of Human Development and Capabilities (2015)

*Health care as a seed for development: the experience of a program based in life skills and psychosocial barrier reduction*

*Acta de Investigación Psicológica (2017).*

See all of our publications at  
[yoquieroyopuedo.org.mx](http://yoquieroyopuedo.org.mx)

## International and national certifications



**Certificate of equivalence** of a U.S. charitable organization, which facilitates the reception of international donations



We are **participants of the United Nations' Global Compact**, since 2012.



Red Pacto Mundial  
México



# Our donors and partners







To become one of our donors, contact  
[informes@yoquieroyopuedo.org.mx](mailto:informes@yoquieroyopuedo.org.mx)

**[yoquieroyopuedo.org.mx](http://yoquieroyopuedo.org.mx)**

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