



EL ÁRBOL
FUNDACIÓN

IMPACT REPORT

2020-2022



WWW.ELARBOLMX.ORG



Flora and her two children live in a rural community, El Ancon, a two hour walk will get you to the closest municipal market, Amanalco. As she holds her baby in her arms, and explains, with tears in her eyes, tears of joy, that she'd never have imagined owning a greenhouse. Her dad was a farmer, knowledge runs deep in her blood. Nature sets the rules she told me with confidence. The weather permitted her to only grow a small variety of plants before having her own greenhouse. The view from Flora's farm, now holds more greenhouses, and chicken coops belonging to some 20 other families who all grow their own food in the same way as Flora. Upon leaving the farm, Flora told me, "this isn't the first time someone comes offering us help, but it is the first time we aren't expected to give anything in return. "Well, that's where you are wrong, Flora." I replied, "we are asking for something in return, and it's huge. Your trust in the system, by working together as a community. There, you will be able to assure your families food, and supplies." You already know the rest of this story...

This is our story, on how we reinvented ourselves, adapted, and responded with creativity, and most importantly, backed by a brave team, in response to a global humanitarian crisis; where instead of hiding in discontent, we embarked on dreaming big and molded those dreams into the formation of programs where now we can admit, fill us with joy.

Our vision, none the less, has stayed intact throughout these last 7 years as a result from working as an organization: The women from rural communities now embrace their new voice, the one that has allowed them to explore different roles, reminding them of their worthiness, being heard, and respected. Added, that the children of these communities, find fertile soil in order to expand their horizons, while keeping their eyes locked on ways in finding a fulfilling future in a world full of love. A future where young adults, working in Mexican fields, can build bridges of shared opportunities. A road paved with respect, gratitude and genuine care for land, results in an immense benefit for all.

This is the story that Flora now knows all too well.
This is the story that we are going to tell you, today.



Maia Furszyfer
Co-Founder and CEO



OUR MISSION

Fundación El Árbol is a Mexican non profit organization and our mission is to promote new development opportunities in Mexican rural communities. Our programs are focused on boosting sustainable and self-managed rural communities; where quality education and cooperation are key in promoting growth.



Close to **55%** of the rural population in Mexico live below the state of poverty line; **23.95%** of the rural population of Amanalco live in this extreme poverty level, and **20.47%** don't have access to food.

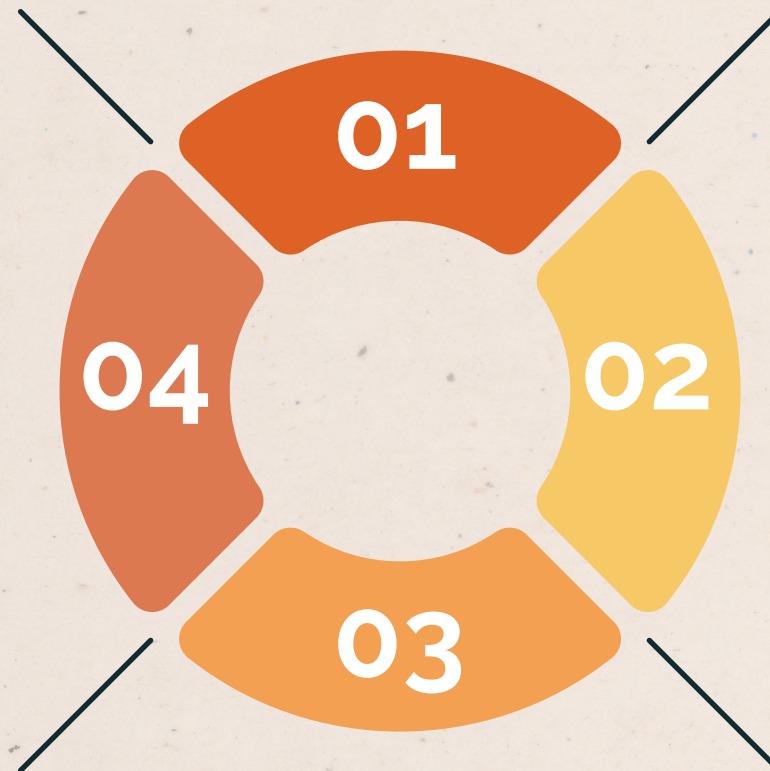
SUSTAINABLE COMMUNITIES OUR TRANSVERSAL APPROACH

COLLABORATIVE DESIGN

A space for reflection, an exchange within the community that enriches, and strengthens programs.

POSITIVE EXCHANGE

The participants in our programs are active protagonists offering valuable abilities, knowledge, history and tradition.



LENGTHENING SOCIAL CONNECTIONS

Promoting collaborations while maintaining the value of a person's word, along with a good reputation. Proven actions that strengthen social connection.

INSTALATION CAPACITIES

Our focus is on the transcendence of our programs, not just with Fundacion el Arbol, but with a community with a firm base for growth so that the community can continue on.



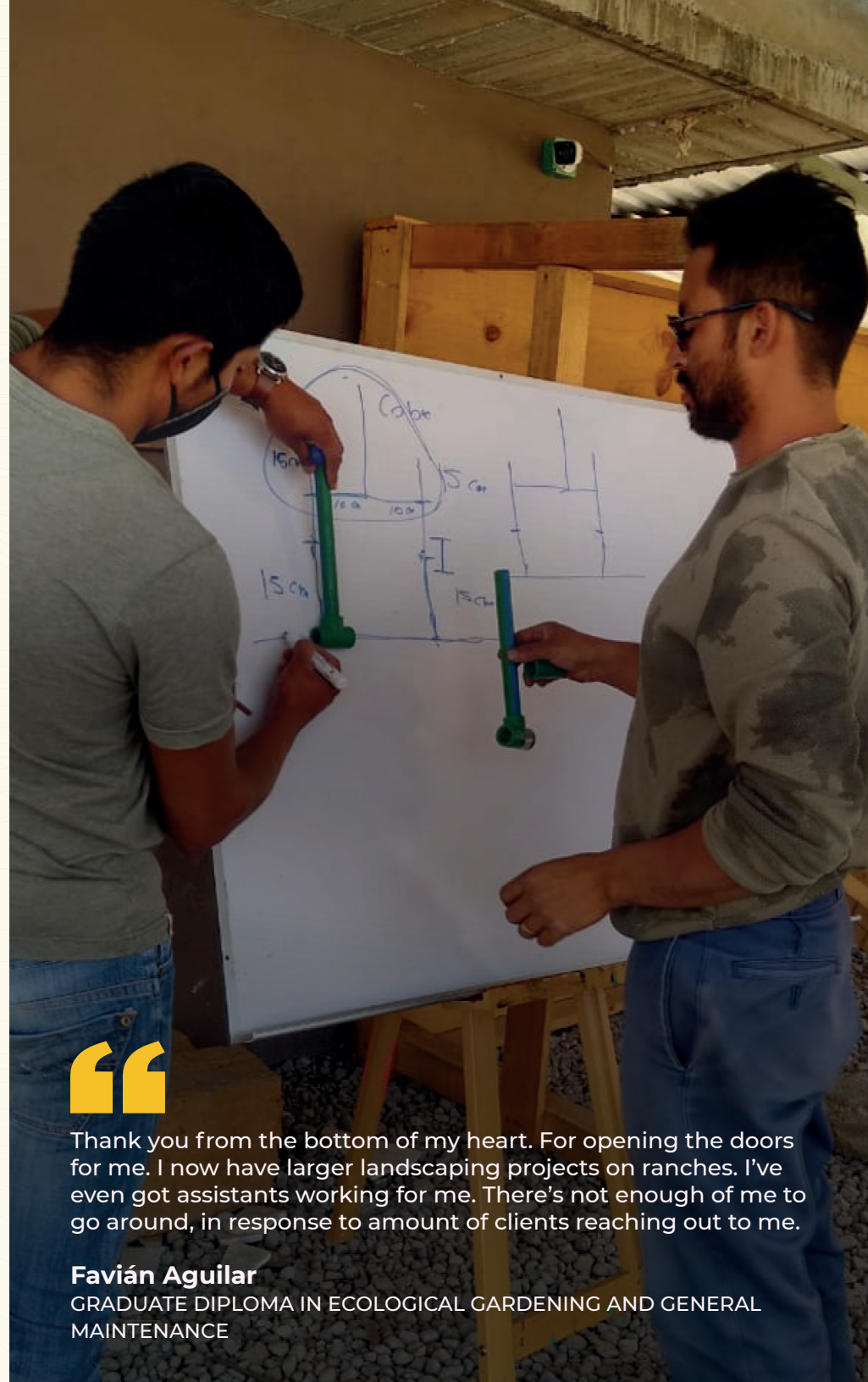
TRADES ACADEMY

ECONOMIC DEVELOPMENT, NO THE NEED TO
MIGRATE

We professionalize trades with potential in improving quality of life in rural families and communities. In promoting local economic development it has eliminated the need to migrate. We've partnered with leading organizations in each area. Offering diplomas, with both national and international recognition. Our training has enabled students to generate a synergy with their environment thus while teaching digital, commercial and personal empowerment skills. There, they can become agents of change, while strengthening social ties in their communities. Professionalization helps people access better working conditions, and salaries where families and communities are benefited.

We offer 3 graduate programs:

- Diploma in equine care backed by the FEM and FMC
- Diploma in sustainable gardening endorsed by the UMA
- Diploma in general maintenance



Thank you from the bottom of my heart. For opening the doors for me. I now have larger landscaping projects on ranches. I've even got assistants working for me. There's not enough of me to go around, in response to amount of clients reaching out to me.

Favián Aguilar

GRADUATE DIPLOMA IN ECOLOGICAL GARDENING AND GENERAL
MAINTENANCE

2018-2022

9

DIPLOMAS OFFERED



39

JOB VACANCIES
OFFERED



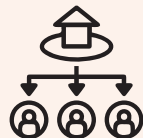
190

GRADUATES



760

DIRECT BENEFICIARIES



115

SCHOLARSHIPS OFFERED

70%

GRADUATES

46%

OF SCHOLARSHIPS
PER DIPLOMA

EL ARBOL IN MOTION

WHERE CHILDREN ARE THE SEED OF CHANGE

We help children and families from multigrade rural primary schools discover socio-emotional skills by emphasizing a relationship with the environment. In alliance with AdAstra www.adastrasteammedia.com we've implemented an innovative steam program.

This program combines, teamwork, creativity, communication and problem solving into a playful and exciting way, giving a new emphasis on the environment. We are the first Mexican NGO selected by **Someone Else's Child** www.someoneelseschild.org to implement a transversal approach in programs for sustainable local development for children. The Mobile Tree was selected in 2019 by **Ibby México** www.ibbymexico.org.mx to promote new tools in the comprehensive development for children through reading.



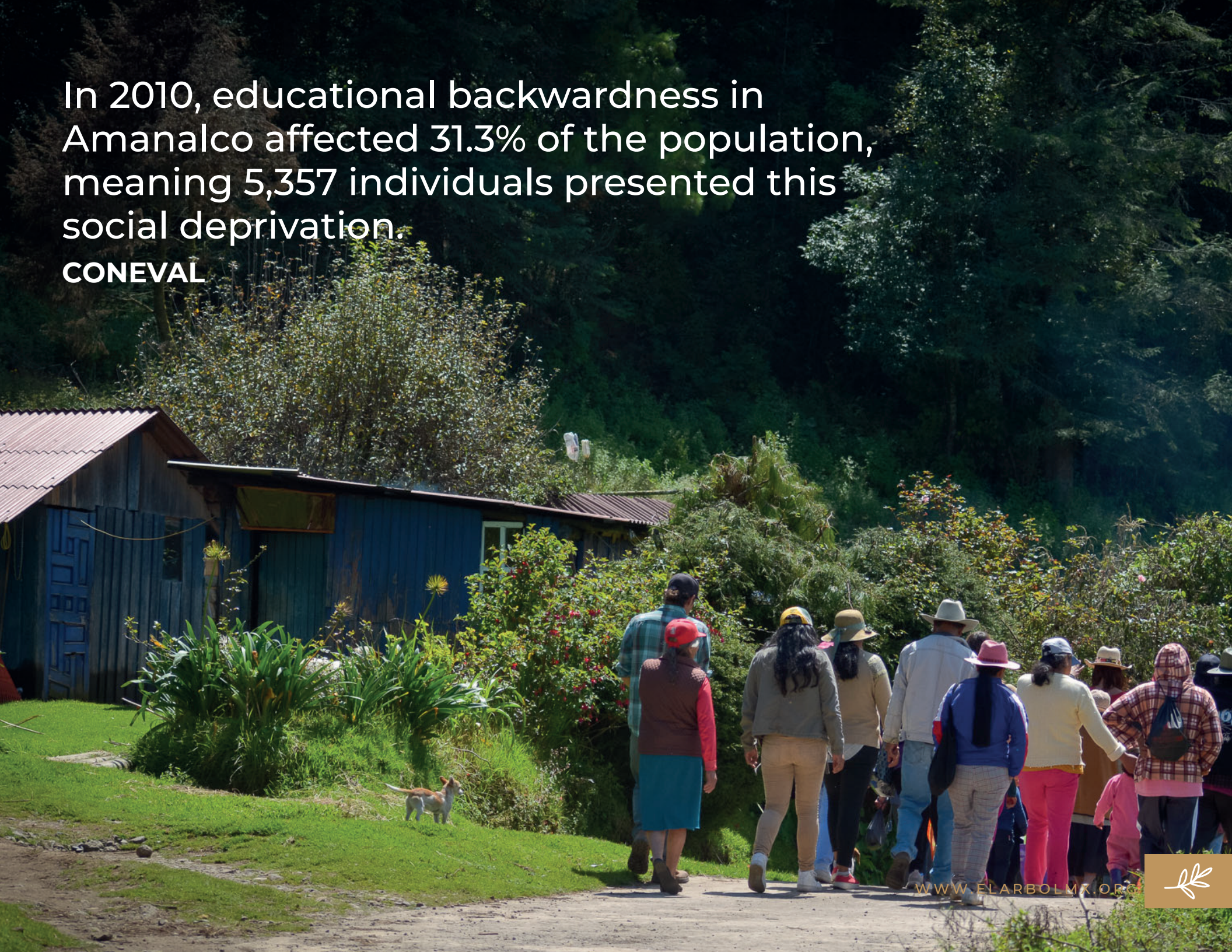
We are very happy with the new knowledge that has been given to the students: caring for the environment, super important in this day and era, food awareness, and children are now able to learn about new technologies. They were very excited.

Juana López Eugenio

PRINCIPAL IN NEZAHUALCOYOTL ELEMENTARY SCHOOL

In 2010, educational backwardness in Amanalco affected 31.3% of the population, meaning 5,357 individuals presented this social deprivation.

CONEVAL



2022

93 children participating in STEAM program

40 mothers and fathers participate in the
Program Dialogues in Motion

68% children have developed a greater
environmental awareness

48% children have increased their soft skills

65% children with better self-esteem

2017-2022

709 kids participated

2854 indirect beneficiaries





“

I love learning with El Arbol, before I didn't know many technological things. Now when I grow up, i'll be able to do them. I've also learned there's planets we still do not know much about.

Edgar Gael Mora Cruz
NEZAHUALCOYOTL ELEMENTARY
SCHOOL



RURAL PRODUCERS NETWORK

Due to the COVID-19 pandemic, rural producers from Valle de Bravo and Amanalco have lost their source of income. It forced them into closing their markets where they once commercialised their productions. In response to the crisis, we implemented a one year emergency program in April 2020, through the creation of an operational network of rural producers, and local consumers, it guaranteed the sustainability of small and medium rural enterprises. This network has allowed all 18 producers - 85% agro-ecological production - to keep their jobs and assuring an income for the 88 families that depend on them. As for our team, this has instigated an exciting challenge while developing new abilities in record time. It's allowed us to push onward, and through the logistical challenges in the way as we commercialize perishable products. The community response held a key factor in its emergency program success, producers earned a net income of \$571,730.00 MXN.



“

I learned to make artesanal tortillas from my mother and grandmother. During the pandemic, we were able to keep going with El Arbol's help. We were out of jobs, I was able to sell my tortillas among other products through El Arbol's network.

Liliana Guadarrama
VALLE DE BRAVO

740 processed orders

18 producer collectives from 9 rural communities

85% of the food products of agro-ecological origin

88 direct beneficiaries

278 direct beneficiaries

\$571,730.00 MXN of income generated for producers

38% of the total sales by our producers came from our network



OUR BACKYARD FARM

Around 55% of the rural population in Mexico lives in a state of poverty; 23.95% of the rural population of Amanalco lives in a state of extreme poverty. 44.1% of the population suffers from a scarcity of food.*

In rural communities, jobs can be extremely unpredictable and informal, many families live day to day. Savings would have softened the blow when facing a loss of jobs during **Covid 19 pandemic**. The crisis shined a spotlight on the lack of food security of which rural families face in Mexico. There's an urgent need to tackle hunger through a sustainable food production program. We launched Our Backyard Farm program to address this issue in 2020, narrowing the focus on food sovereignty. This program offers training and supplies for the sustainable production of local and culturally appropriate foods for Mexican rural families living below the poverty line. It is structured into teams of 4 families, working hand in hand, co-responsibly, for a year in order to develop an understanding in each of phases in the process.

* Source: Informe Anual Sobre La Situación de Pobreza y Rezago Social elaborado por SEDESOL y CONEVAL en 2012



FOCUS



FOOD SOVEREIGNTY

Promoting community seed banks, as a way to ensure enough stock of free seeds that are adapted to the region, and therefore guaranteeing good results. We share agro-ecological practices as a way to preserve the natural resources meanwhile providing well being to the families and farmers we work with . Cultural appropriate products are based on the community's customs and traditions in regards to their diet and dishes. The program is designed so that every single family will be able produce enough food to maintain themselves during each of the seasons.



HEALTH AND NUTRITION

A good nutrition has a direct impact on health. By raising an awareness in the nourishing foods that easily attainable on their farms, we've also been able to recover ancestral knowledge of medicinal plants that also support health.



STRENGTHENING SOCIAL CONNECTIONS

A collaborative focus program promoting teamwork between families and communities, thus providing new perspectives in more collaborations to come.



GENDER EQUALITY

Traditionally, women are in charge of house chores, care for children, and animals on the farm. Our program has reinvented their role in the community. By empowering these women through their work in greenhouses, and other agricultural practices, they've transcended into becoming the main providers for their families, and bettering their economic situation.





2020-2022

327 families involved

1,201 direct beneficiaries

18,751 indirect beneficiaries

17 communities from 3

municipalities -Valle de Bravo,

Amanalco and Villa de Allende-.



2020

295 beneficiaries of 101 families

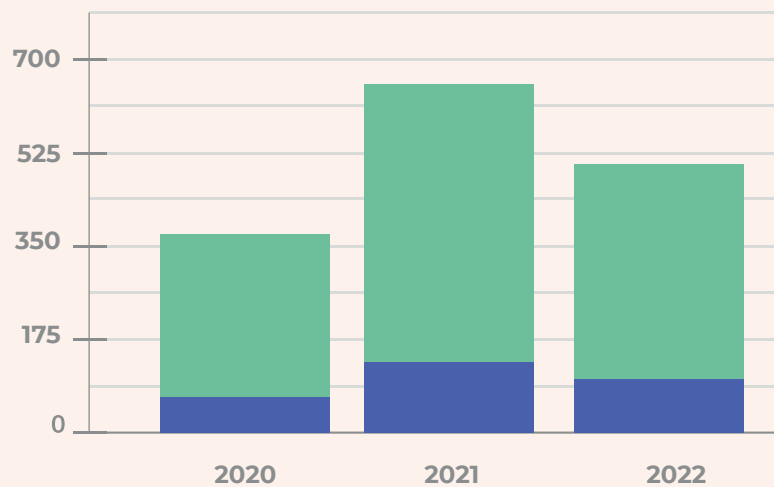
2021

532 beneficiaries of 131 families

2022

427 beneficiaries of 96 families

Beneficiaries
Families



“

My husband is a construction worker. He was left without a job due to the pandemic. We didn't even have enough savings to buy food. We were lucky to catch a small fish in the river. That would be our food for the day. Our guts made sounds of hunger... That was how we spent our days, up until we were able to eat food that we produced. From vegetables to fruits, eggs and chickens.

Mayra Hernández

COMUNIDAD CAPILLA VIEJA, AMANALCO



TARGET COMMUNITIES

Amanalco

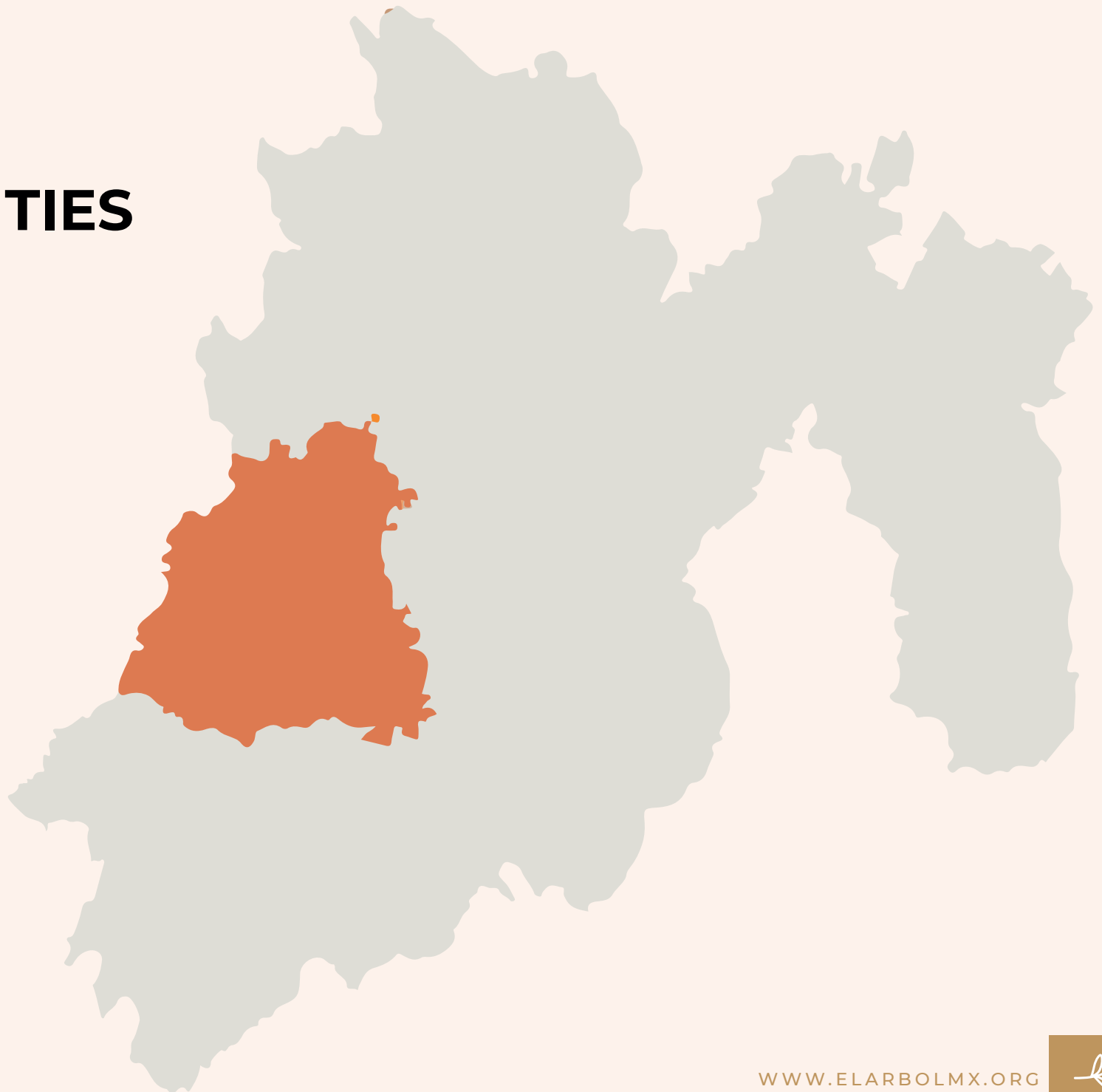
AGUA BENDITA
CAPILLA VIEJA
CHUPA MUERTOS
EL ANCÓN
EL TEMPORAL
CORRAL DE PIEDRA
EL TROMPILLO
LAS PILAS
OJO DE AGUA
SAN BARTOLO
SAN JERÓNIMO
SAN JUAN
SAN MIGUEL

Valle de Bravo

LA HUERTA SAN AGUSTÍN
LOS ÁLAMOS
LOS SAUCOS

Villa de Allende

SAN JOSÉ DE ALLENDE



RURAL IMPULSE

ENSURING SUSTAINABILITY IN RURAL ENTERPRISES

When families experience the production of their own clean, healthy food, it generates savings towards their own economy, new opportunities arise, once starting a productive enterprise. Simply by way of investing and improving, and expanding their greenhouses. Rural impulse allows families access the necessary supplies needed in making projects available to them at a market value, with no interest. Families and communities are jointly responsible for each other. While the permanence of this program in the communities is subject to compliance, commitment is present in the participants. As for the sustainability of the program, which is based on soldiery and a voluntary fund, we are able to add more participants.



Rural impulse has resulted in an opportunity for growth. Helping me obtain the necessary tools to professionalise my job as a gardener. It was the impulse I needed

Juan Antonio Avila

GRADUATE OF DIPLOMA IN ECOLOGICAL GARDENING

13 Participants

82 Direct beneficiaries

\$50.000,00

\$ Initial fund

45%

% Of loans given in relation to the initial fund

0%

% Rate of uncollectables

4,07%

% Increase rate of the fund



HAND MADE

Empowering women from rural communities by developing productive projects in which provide better opportunities for their families.

We provide all the necessary training and supplies needed for the production and commercialization of edible and medicinal mushrooms in local and national markets.

The traditional role of women in these communities consists of looking after the children, house and farm animals, while the husband goes off to work far away. In almost all cases, the women depend on their husbands to provide money for food.

Our program has redefined the role for women in their community, as well as in their families. This newfound empowerment has provided them an income, thus, allowing their voice to be heard and become new role models.



First I started with fear, didn't know if I would be capable in producing my own mushrooms. Today, thanks to the sales of such mushrooms, was able to open a savings account for the first time in my life, ensuring a better education for my daughter

VIRGINIA SIMÓN ESTRADA

Capilla Vieja, Amanalco

2019-2022

26 women trained

130 indirect beneficiaries

3 comercial allies

10 visitas de acercamiento a comunidades rurales 10

25 training courses dictated

3 administration workshops

6 women trained

16 POS

25 direct clients

5 communities enrolled in the program

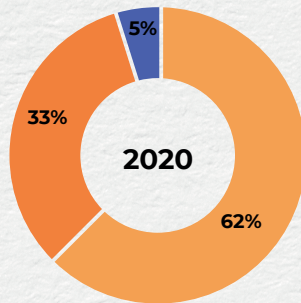
100% of the participants have increased skills and opportunities

20% increase in family income due to the participants work



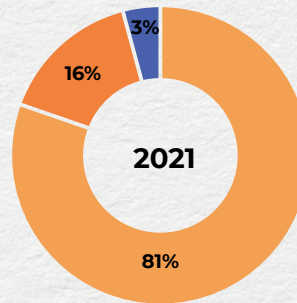
FINANCIAL RESOURCES

Income



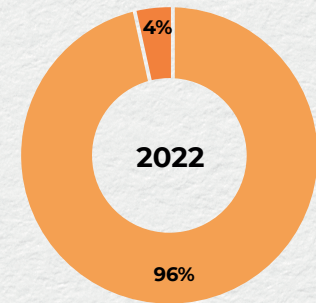
\$2,115,673.52

- Donations
- Products or services
- Tuition Fees



\$996,516.57

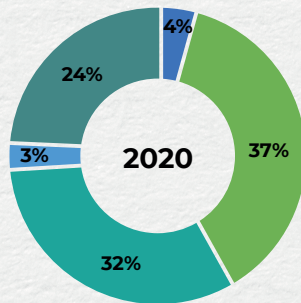
- Donations
- Products or services
- Tuition Fees



\$1,681,473.27

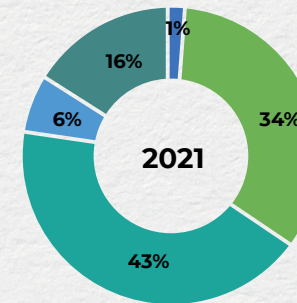
- Donations
- Products or services

Expenses



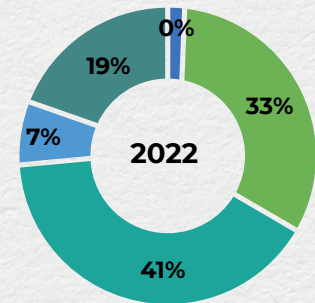
\$1,397,210.35

- Communication
- Wages
- Supplies/materials
- Transportation
- Administration



\$1,400,773.69

- Communication
- Wages
- Supplies/materials
- Transportation
- Administration



\$887,931.36

- Communication
- Wages
- Supplies/materials
- Transportation
- Administration

We thank our donors, allies, ambassadors and volunteers.

¡For building a future in which we all can fit!



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Volunteers

Alejandra Artigas
Alejandra Martínez
Alejandra Novella
Alex Demou
Camila Verswyvel
Claude Maucourt
Claudia Debler
Elizabeth Juárez
Evelyn Flores
Georgy Pérez
Hilda Arjona
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