



ANNUAL REPORT 2020



AMEXTRA

WHERE WE WORK



Chiapas



Tabasco



State of Mexico



Morelos



Guerrero



Mexico City

STAFF

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**Lomas de San Isidro,
State of Mexico**

Gaudencio Cruz López
**Tultitlán,
State of Mexico**

María Isabel
Pichardo Mendoza
**Montaña Alta,
Guerrero**

Brenda Montero Galicia
**Tetela del Volcán,
Morelos**

**But the Lord is faithful,
and He will strengthen
you and protect you
from evil.**

Thessalonians 3:3



The bad news could not defeat hope. During 2020, the COVID-19 pandemic changed our plans. Fear and uncertainty took hold of many, and we witnessed selfish acts, such as hoarding cleaning supplies and food; however, in the midst of the confusion, we also saw multiple acts of love, courage and solidarity, which inspired us and grew our faith.

Employees of all the Amextra branches remained faithful to our mission, using their bodies as a living sacrifice, to serve the poor when their vulnerability became more palpable. Thus, during the year we served 14,690 people, in 6 states and 87 communities. In addition to our savings, credit and financial education services; accompaniment in the areas of Health and Nutrition, Education, Environmental Care and Income Generation, sale of artisan products, immersion trips and training, we added humanitarian aid in response to the pandemic and floods in the state of Tabasco.

It was a challenging year, yes. But we thank God, because we are on our feet and in good spirits to continue serving. I thank our beneficiaries, team members,

donors and volunteers because, without them, holistic transformation would not be possible. We know the need in the communities we accompany is multiplying, and we humbly take on the challenge of continuing to change this reality. God has been good and faithful to the Amextra family: that is why we are hopeful and ready to face whatever lies ahead.

Marcela Salas Cassani
General Director

PEOPLE BENEFITED DURING THE YEAR

5222



Beneficiaries of: **Ecotechnologies**

30 with ecological latrines
43 with ecological stoves
29 with biofilters



Beneficiaries of: **Environmental care**

192 in environmental care
awareness workshops
521 in productive project workshops
3,311 trees reforested



Beneficiaries of: **Health and nutrition**

489 with anthropometric monitoring
and deworming
462 with health and nutrition workshops
45 with water collection and
purification workshops



Beneficiaries of: **Backyard projects**

584 with backyard gardens
207 with chicken coops
95 with apiaries
73 with greenhouses
63 with coffee plots
5 with Corn Interplanted with
Fruit Trees (MIAF)



Education

984 children and 284 adults participa-
ted in nonviolence workshops
386 psychological sessions,
benefitting 173 people
236 people in fun or
community-building activities
199 children participated in
tutoring sessions
48 children and 5 adults participated
in literacy accompaniment



Emergency relief

750 food packages delivered
579 hygiene kits delivered
37 houses built and fixed
43 people benefitted from
post-traumatic stress workshops

Income generation (sales and revenue)

Handmade products (textiles): \$39,222.00
Honey: \$36,000.00
Herbal products: \$9,106.00
Coffee: \$13,000.00
Vegetables: \$11,376.00
Canned products: \$7,965.00
Pej'pem Agroecological Center: \$323,847.12



**PROJECTS IMPLEMENTED
WITH AMEXTRA 2020**



1,214

people benefited

2

communities served

5

local leaders participating

EDUCATION |



48 children participate in tutoring sessions



31 children, youth and adults participate in English classes



26 children enjoyed a space of healthy coexistence in the movie club



84 children and adults at Melchor Ocampo Elementary learned how to prevent child sexual abuse



52 children benefiting from the play and learn library

We dedicate this Report to Jan Xaman Ek Linares, who was part of our team for many years as a volunteer, promoter of Education and Herbalism, and external consultant. A great connoisseur and passionate about Traditional Mexican Medicine, Jan always shared his gifts and knowledge with people of Lomas de San Isidro and inspired those who had the opportunity to see first hand his love of life and passion for the preservation of the ancestral knowledge of our villages. He has left us a great legacy to continue learning every day.



IN MEMORIAM
JAN XAMAN

HEALTHCARE



1 workshop on the importance of hygiene for health care

INCOME GENERATION



The herbal collective Xanat Tlapatli began to give workshops in Mexico City and virtually to share knowledge of the use of traditional Mexican medicine and increase their family income



After her husband fell ill with COVID-19, Sarahí and her family were beneficiaries of the emergency care program with the delivery of food packages: "It will help us a lot to complement our food needs. I really appreciate your help, you are supporting me so much. Good luck to all the donors and Amextra."

Sarahí Mendiola

EMERGENCY CARE



43 people received videos by Whatsapp to help manage stress from the beginning of the COVID-19 pandemic



833 people from the community benefited from the delivery of food packages and cleaning kits





525

people benefited

7

communities served

21

local leaders participating

HEALTH AND NUTRITION



2 anthropometric measurements taken of 388 children, from 6 to 12 years old in Aldama



3 fruits incorporated into the family diet of 10 groups and 60kg of vegetables harvested in a school garden



32 workshops in 7 locations on healthy eating, nutrition, basic sanitation, breastfeeding and access to safe water



216 people dewormed

ENVIRONMENTAL CARE



7,039kg of food produced in 10 Corn Interplanted with Fruit Trees (MIAF) plots





2 coffee plantations and a renovated rainwater well achieved successful production of 4-species of coffee seedlings



10

families incorporated 60% of their poultry production into their usual diet

42 people from 5 groups produced eggs and birds with agroecological management:

48

hens and 364 eggs produced per year per group



285 kg of vegetables generated by a community greenhouse: 87% intended for self-consumption; and **80kg mushrooms** produced in 3 modules



Advances in beekeeping!

115KG

of honey harvested; illness control, queen breeding and paneling division

100KG

of honey sold by retail in the local market achieving an income of \$7,000 pesos for the group



“ ”

Before starting beekeeping, bees scared me, because people said they were very aggressive; but really they are very calm. Every Friday we go to check the hives and we want there to be more, that's why we took the queen bee breeding course. We would like to keep learning and have another apiary.

Patrocinio Méndez Jiménez

Meeting of beekeeping promoters with

producers of Chenalhó and San Juan Cancuc, and ECOSUR staff



70% of beneficiary families improved their homes with the usage, construction, and operation of ecotechnology projects: 11 ecological latrines, 16 ecological stoves and 3 biofilters



INCOME GENERATION



2 groups whose main income is the sale of artisanal products were strengthened



7 workshops to strengthen the creation of handicrafts



\$10,000 pesos of income for artisans from the sale of their products and **\$7,000 pesos** to beekeepers for the sale of honey

EDUCATION



6 family communication workshops in 7 communities



Organization of an "Experiences Exchange", where leaders were recognized as seeds of transformation within their community



16 community leaders identified and trained as promoters

8 communities attended and accompanied, through reflection sessions on values of gender equity and coexistence



ALLIANCES



Participation in the logistics and reception of an Amextra Semillas immersion trip



Communication and active participation with the Alliance for Health, Food and Nutrition in Chiapas (ASAN)



303

people benefited

6

communities served

6

local leaders participating

INCOME GENERATION



29 female artisans improved their wellbeing through training in sales and customer service



The Artisanal Festival was held with help from the cooperative Tachi a gú (Voice of Women), 9 female artisans were benefited raising a total of \$2,140 pesos



57 women received 30 workshops about empowerment and artisanal promotion



Design of a logo for the collective "Yozo Itá" from Metlatonoc. Registration of the artisans with the Tax Administration Service to invoice their sales



1,120 artisanal facemasks were delivered to Amextra in Mexico City: 3 female artisans received an income of \$6,350 pesos

EMERGENCY ASSISTANCE



4 workshops were given in Tu'un Savi language in 5 communities about COVID-19 prevention, health and nutrition



HEALTH AND NUTRITION



125 boys and girls improved their health through nutritional orientation



50 people from 6 different communities were dewormed every six months



13 people participated in 24 workshops about healthy eating



96 kids younger than 6 years old were monitored through anthropometric monitoring once per year



5 women took the "Transforming food with soy" workshop, facilitated with the support of Amexra Tultitlán

“ ”

Antonieta participates in Amexra's education program, she has learned new topics and expanded her vocabulary as a Tu'un Savi-Spanish translation assistant. She entered the income generation program to sew face masks and make products to sell, with this, she wants to achieve her dreams, such as studying nursing and making decisions for herself.

Antonieta Ortega



ENVIRONMENTAL CARE



71 people participated in actions to maintain the environment through the responsible use of resources and sustainable production



13 vegetable gardens were built for families with kids suffering of severe or moderate malnutrition



7 workshops about taking care of the environment were taught, as well as 3 about organic repellents for vegetable gardens and the use of goat manure as organic fertilizer

1 community greenhouse was rehabilitated with a hydraulic system installed in Metlatónoc. **1 hen house** was built benefiting 10 people



EDUCATION



35 workshops for tutoring and homework assistance were given to 125 minors in 7 communities



41 school kits were delivered to boys and girls



39 boys, girls and teens participated in 5 play and learn library activities



141

people benefited

5

communities served

8

local leaders participating

CONSIDERING

LEADERSHIP

2 experience exchanges
in Patria Nueva Tenango
and Los Pinos



4 Masculinity Trainings:
How Did I Learn to be a
Man? in collaboration with
the Xilotl organization

HEALTH AND NUTRITION



5 food self-sufficiency workshops with the participation of 91 people



25 families produce food through backyard gardens, greenhouses, mushroom modules and chicken coops



3 fishponds benefit 12 families



3 community medicinal gardens helped in the pandemic, given the refusal of the communities to receive the personnel of the health sector



4 workshops for the prevention of COVID-19



8 families learn 8 dishes with local products



1 weight and size monitoring for children 0 to 6 years old in 3 communities

ENVIRONMENTAL CARE



Follow-up provided on 9 ecological stoves in 3 communities



42 people received talks on: comprehensive planting management, reforestation, and natural resources in a sustainable manner



2 communities worked on oyster mushroom production

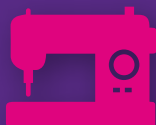
INCOME GENERATION



\$42,176 pesos from the annual sale of textiles, herbal products, preserves, honey, and coffee from 25 producers and artisans



Design of a product catalog from artisans and follow-up to 5 points of sale



26 artisans participated in 3 sewing, tailoring and self-esteem workshops



I am happy to know you all, because you have not left us since my family and I used to suffer. I'm about to begin my 2nd year of middle school, I'm excited. I learn a lot in the Amextra play and learn library, I find books and games that I think are fun. Now we have a space to coexist in my community.

Uriel Pérez



EDUCATION



Delivery of 46 booklets, 40 storybooks, 35 pamphlets, 40 brochures, 23 DVDs and 4 instruction manuals for play and learn center volunteers, which benefited 46 children from 5 communities



75 people received DVD movies to encourage family and community reflection



Accompaniment to 45 children with homework and reading

COMMUNITY NARRATIVE PRACTICE (CNP)



Together with anthropologist Kathleen Cash, the narrative writing workshop was facilitated



25 stories that will make up the educational books on sexual and reproductive violence, in Ocosingo, Chiapas were written and translated to Tzeltal



173

people benefited

48

communities
served

23

local leaders
participating

PALENTINE

COMMUNITIES



36 beekeepers trained
in the certificate course
“Training of Trainers
in Beekeeping”



Formation of 3 groups
(18 women and 2 men)
to implement 3 productive
projects



**Implementation of
participatory
community
diagnosis in 4
communities**



20 families benefiting
from 3 garden spaces:
10 sown species and
a mix with 21 seed
species delivered to
three groups



**Construction of 3 chicken
coops;** 18 women and 2 men
from 3 communities produced
180 chickens for family
consumption



16 women and 7 men
learned how to
develop substrates to
improve fertility of
their family gardens

SUSTAINABILITY OF THE PEJ'PEM AGROECOLOGICAL CENTER



9 productive activities generated income of \$323,847.12 pesos

The sale of honey was one of the most successful activities of the year!



1,064.4 KG

in bulk sales and 560 liters in retail

\$199,405 pesos from the sale of honey from producers and \$21,480 pesos from honey produced at the Pej'pem Agroecological Center

The maintenance of the Agroecological Center was one of the priority activities



Rebeca Arcos

Together with the other community members we are in the process of building the chicken coop. We have learned about feeding chickens. We hope to continue with the project, working as a team and continuing to raise more chickens.

ALLIANCES



Participation in "Collective experience exchange" organized by Casa de Apoyo a la mujer



Participation in emergency response due to flooding in Macuspana, Tabasco



Remote training for Amextra's new collaborators in Guerrero



Updated contact with universities UNACH, UNICH, and UNICACH in Palenque and Balancán



ADO Foundation Volunteering helped in marketing and sale of products



2 scholarship recipients from the federal government's Jóvenes Construyendo el Futuro program

STAFF TRAINING



Certificate course
"Training of Trainers in
Beekeeping"

Updating knowledge
in eco-techniques and
productive projects



2020 Annual Training:
Methodology Seminar



DIFFUSION



Weekly presence in
Radio Saraguato 89.9
FM "El pozolito"
program



Promotion of the
Agroecological Center by
Amextra Semillas at Casa
Pepe in Mexico City



708

people benefited

1

communities served

8

local leaders participating

In August 2020 our aid program in this community, in response to the September 2017 earthquake that affected several states in southern and central Mexico (Morelos being one of them) was concluded.

708

people were supported from January to July 2020

HOME RECONSTRUCTION AND REPAIR



37 families were aided through the reconstruction and repair of their homes

BACKYARD VEGETABLE GARDENS



17 projects were piloted to help with growing vegetable gardens in 20 families' backyards

TETELA DEL VOLCÁN

FORMING VALUES FOR NONVIOLENCE



I am a widow with one son. I dreamed of having my own space, even if it was just a room, because they kicked me out of the house where I lived with my husband. With the help of Amextra and donors I managed more than a room. I'm going slowly, working and saving my money to finish the house, but I am happy because my son has a home.

Aurora Pineda



Before the pandemic, we worked with schools from the community and 11 social workers from the Autonomous University of the State of Morelos



430 boys and girls from the Fortunato Orozco Cruz Elementary School, as well as the Andres Quintana Roo Junior High school participated in 4 workshops to promote values for non-violence

ENVIRONMENTAL CARE



68 students participated in the construction and maintenance of a school vegetable garden, at least until its closure due to sanitary contingency



221 people participated in workshops in Fortunato Orozco Cruz Elementary School and Andres Quintana Roo Junior High to learn about taking care of the environment



1,342

people benefited

9

communities served

6

local leaders participating

TULTITLÁN,
STATE OF MEXICO

EMERGENCY CARE



Families benefited: 491 with food packages and hygiene kits; 12 families with packages of sponges for dry hand washing



4 sessions of online workshops "Management of post-traumatic stress due to COVID-19", with 15 children, accompanied by one adult

HEALTH AND NUTRITION



85 patients treated for oral health



202 students at Justo Sierra Elementary School received oral hygiene talks, fluoride application and a toothbrush

COMMUNITY CENTER



Maintenance provided to the multi-purpose field, 2 water filters and 4 demonstrative ecological latrines; painting of classrooms and playground by 10 volunteers, and 3 pruning brigades

EDUCATION AND PSYCHOLOGICAL CARE



419 children and adolescents in the education and psychology program

98

in tutoring and literacy classes

78

in 7 sessions of the program "Forming values for nonviolence"

65

received a toy and school supplies for Three Kings Day, thanks to the alliance with Cisco Systems in Mexico

386 psychotherapeutic sessions

provided to 173 people with learning and language barriers, emotional, violent and/or bullying problems



“ ”

I liked the Amextra home garden project from the moment they gave me some very rich, sweet and tender zucchini. So I said... let's get to work! We prepared the space and the land and began to sow. I evaluated the benefits and saw that I saved money, so I shared with my neighbors. I am very excited to continue.

Ana Silvia Galindo Galindo





66 mothers and fathers in 9 holistic workshop sessions



4 people achieved their INEA (National Institute for Adult Education) education certificate

ENVIRONMENTAL CARE



111 people took part in urban gardening workshops



10 urban gardens in the region: 4 built and in production; 2 under construction; 3 in monitoring and 1 in the community center with 4 harvests achieved and 2 hydroponic systems.



2 ecotechnologies: 1 ecological latrine and 1 water filter, provided attention



11 people participated in the talk "Rainwater Collection"

EMERGENCY ASSISTANCE IN TABASCO

816

people benefited

4

communities
served

4

community leaders
participating



From the 20th to the 27th of November, Amextra's team visited 4 communities: José Colomo, Barrial, Ramón Grande y Allende Sección 1, which were affected by floods in Macuspana, Tabasco, where:



Families lost their most important belongings such as: clothing, furniture, and work tools. This was due to the overflow of several rivers in the region



Some families were staying at shelters or living with relatives with little to no access to food and water



The floods worsened the loss of employment opportunities, above all for those that worked in fishing or commerce



A double crisis, caused by the COVID-19 pandemic and the recent floods, made families across the region very vulnerable. Which is why, Amextra used emergency action to:

Help 816 people through the delivery of 175 food packages and hygiene kits, as well as supplies for for 700 warm meals



With support from ELCA and Bizjondere Noden we will start a program for the recovery of the region which is scheduled for the first trimester of 2021

We gathered more than +100Kg of clothing and shoes, which were distributed through Amextra along with help from ADO Foundation as well as the evangelical church Nueva Palestina



Our focus, according to the needs detected will be in:



Delivery of food and hygiene products



Health campaigns



Income generation



Post traumatic stress aid



Risk management



44 weekly bible reflections with Amextra A.C. and Professional Services in Transformation



1 yearly training focused in strengthening the appropriation of the Holistic Transformation philosophy and participative methodology



Collaboration with ARCA Associates and Opportunity International, to provide feedback in the development of the Holistic Wellbeing Curriculum



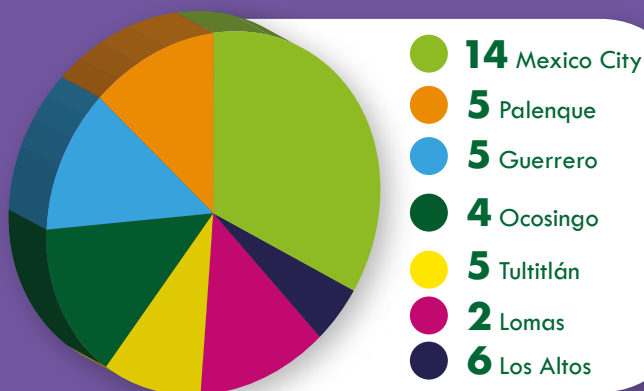
1 immersion trip to Los Altos in Chiapas for Amextra A.C. personnel, organized by Amextra Semillas



Initiated a circle about Integral Transformation, so that collaborators learn the history of Amextra, share their thoughts and appropriate the concept of holistic transformation



Team formed by 41 collaborators: 27 women and 14 men



WORKING ENVIRONMENT



Poll for the detection of psychosocial risk factors in the team, in preparation for the formal entry of NOM-035. A high risk was found in 16% of the collaborators



Programs to incentivize the participation of collaborators in artistic, physical, cultural, and academic activities: "Transform your learning" and "Develop your learning"



12 monthly bulletin boards posted and 10 activities of coexistence online due to the COVID-19 pandemic



Annual review of the code of ethics, and update of the staff duties agendas



Training plan for Amextra collaborators and induction for 15 people

INTERNSHIPS

7

new additions to Amextra's Internship program

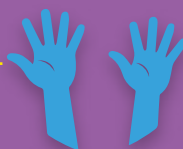


Alliance with the Autonomous University of Guerrero for their Nutrition and Engineering programs

FUNDRAISING



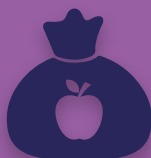
\$6,205,738 Mexican pesos raised through donations



2 new institutional donors: Sweetgrass Foundation and Amigos de San Cristóbal A.C.



Coordination of 3 crowdfunding campaigns with a total of \$13,939 USD (\$278,720 pesos) raised



Donations in kind from 4 organizations: Fundación CMR, Cisco Systems, Indra and Agua Pura para el Pueblo with a value of \$85,594 pesos

PROPOSALS AND REPORTS

29

proposals sent to donors: 11 national donors and 18 foreign

26

reports sent to 13 donors for transparency and accountability of the used resources

VOLUNTEER PROGRAM



42 Mexican volunteers, 3 foreign ones and 4 young adults from the Jóvenes Construyendo el Futuro program

EMERGENCY CARE



Assisted 10 families in the State of Mexico through the FondoDespensaMX program of CEMEPI

Participation in the "Behind the Scenes: Amextra Projects for COVID-19" call, a total of 74 collaborators in Cisco Systems attended



OUR IMPACT



330,298
reach



83,562
reach



71,367
impressions



216,316
impressions
in Google
Search



44,974
clicks in
Google Ads



23,832 visits
to our
webpage

MEDIA



13 writeups across multiple publications: PROCESO Magazine, and newspapers such as: El Imparcial, El Financiero, Excelsior, Milenio, UnoTV, Infobae, among others

MARKETING



4 corporate identity manuals and for brands such as: Amextra, A.C., Amextra Artesanal, Amextra Consultores and Amextra Semillas



4 marketing analysis: branding, benefits, competitive advantages for our products and competition in immersion trips and textile tendencies



1 commercial alliance with the Hostal La Casa de Zeferina in Tuxtla

CAMPAIGNS AND PROMOTION

1

permanent campaign about preventing the spread of COVID-19

9

communication campaigns for fundraising and 2 for in-kind donations

17

organic and/or paid publicity campaigns by Amextra Artesanal and Amextra Semillas

TRAINING



3 workshops and 3 orientations given to collaborators about: design, photography, marketing, writing, and photo and video editing software



2020, the pandemic year, will be remembered as one that destabilized the survival of humanity, as well as its social structures, showing inequalities, fears and injustices. However, it also forced us to reinvent ourselves to achieve a common goal: to keep going.

The Directorate of Professional Services in Transformation, S.C., moved forward despite the health, economic and social uncertainty that the Coronavirus SARS-CoV-2 virus caused in our country. AMEXTRA Consultans collaborated closely with AMEXTRA, A.C., for the institutional strengthening of the latter,

through accompaniment that met the training needs of its operational team. Social distancing prompted us to migrate to digital platforms, overcoming territorial limits.

Our sales branch -now AMEXTRA Artisanal, faced with commercial limitations due to sanitary restrictions, decided to strengthen the sale of its products on social networks, investing in digital advertising. This led us to prepare for the leap into e-commerce. Today, our products can be found in the digital store Canasta Rosa.

Without a doubt, AMEXTRA Seeds was hit hard by seeing its main service, community immersion trips, restricted. Thus, the "Short Experiences" arose, a temporary measure that allowed communities to

continue connecting with people interested in Mexican herbalism and urban gardens. Also, this year the first institutional trip of AMEXTRA, A.C., to the region of Los Altos, Chiapas was carried out. This experience allowed the sharing of knowledge and challenges of community work among the operational teams, in addition to strengthening group cohesion.

Through these projects and services, we have sustained our faith and service.

I thank God for this.

Carlos Díaz Azcona
Director of Professional
Services in
Transformation



\$114,492.60 pesos of training income in 2020



Workshop "Men and Women in Transformation" at Casa Xitla, with the participation of 34 collaborators from Amextra, A.C. and Amextra Finanzas, where the 92% said that the workshop met their expectations and 81% gave the facilitators a rating of 10



Delivery of the report "Evaluation of the Emergency Care Project in Tetela del Volcán, Morelos, 2017-2019" for Amextra, A.C.



"Virtual workshop for the management of stress caused by health contingency in Mexico 2020" given to coordinators and promoters of Amextra, A.C. with topics such as: acceptance of feelings and fears, coexistence and family violence, and time management in quarantine



"Diagnosis of Training Needs 2020". Identification of areas of opportunity in the community, administrative and strategic work carried out by the operating team of Amextra A.C.



"Impact Evaluation in Los Altos Region, Chiapas" for Amextra A.C. The document and field evaluation was conducted with 68 interviews in 6 communities in the municipalities of Aldama and Chalchihuitán, Chiapas.



Online Seminar: "Project Cycle 2020 Annual Training" for Amextra, A.C., which provided tools to coordinators and promoters, to carry out community interventions with the project cycle, philosophy and methodology of Holistic Transformation.



Participating in the projects cycle seminar during 2020 helped me to learn and implement this methodology: I managed to recognize the steps of a participatory community diagnostic of holistic transformation and some other tools; it helped me in the design of a logical framework matrix for the educational project in which I participate, especially it made it easier for me to clearly identify the goal, purpose, results and tasks that correspond to me as a psychologist; I learned to coherently draft and relate the necessary assumptions, indicators and means of verification, which to this day has facilitated my daily participation as a collaborator of Amextra.

Psychologist Julio Enrique Madrid Albarrán from Tultitlán, State of Mexico



Workshop "BeeCisco: the world of bees" provided by Antonio Trujillo, technician in apiculture from the Palenque region of Amextra, A.C., with an audience of 102 Cisco México collaborators



Technical assistance for the **Community Narrative Practice (CNP) Workshop** of Amextra, A.C.



Development of a psychological accompaniment proposal for the human talent are of Amextra, A.C. in conjunction with psychologist Alejandro Sánchez Vélez with a differential psycho-socio-spiritual approach



Participation in the Second Interreligious Day for Peace on Amextra's work to deal with violence, as the Model of Forming Values for Non-violence





\$323,615.54 pesos in revenue from the sale of products in 2020



5 product categories: hygiene, food, beauty, health, and textiles



\$6,876 pesos of honey sales at the Workers' Union Store at Universidad Iberoamericana



\$6,000 pesos income at the "Crafts Fair at TAPO" organized by the Fundación ADO



\$3,670 pesos in sales at the "Expo International Coffee Fair" in Palenque, Chiapas; and attraction of an independent distributor



\$10,800 pesos revenue from Casa Xitla with the production of 60 liters of liquid body soap and 60 liters of shampoo with a Chiapan-honey base. For this production the artisans of Lomas de San Isidro were trained by the herbal technician, Jan Xaman Ek Linares, and thanks to this, a new sales channel was opened with hotels and companies



\$118,090 pesos in sales of hygiene products for Amextra, A.C. with 3 orders: 140 hygiene packs; 210 units of antibacterial gel; and 560 units of gel and sanitizers



Alliance with "Chapata Vive Café" to showcase products and promotional packages at their point of sale



\$25,361.75 pesos in income from 100% Natural branches in Morelos (Cuernavaca) and Guerrero (Acapulco/ Chilpancingo)

\$17,753.18

pesos in income from the
AMEXTRA Finanzas branches

\$67,841.10

in sales to the public



\$4,400 pesos in
the "Christmas
Solidarity raffle
2020"



**9 advertising
campaigns through
Facebook Ads**



**\$2,875.00
pesos of honey
sales at the
Hotel-Restaurant
"Roma Bistro"**



**AMEXTRA
ARTISANAL**

**Rebranding of the sales branch
Pej'pem Artesanal now "AMEXTRA
Artesanal", to update the brand image
based on the holistic transformation of
collectives; fair trade policies; and fair
income for artisans and producers**



Immersion trip with 11 art students from the University of Concordia St. Paul, Minnesota, whose experience was focused on two areas: Mexican art and its manifestations; and awareness of migration and poverty issues, visiting the Amextra community center in Tultitlán, State of Mexico



"Institutional immersion trips for the AMEXTRA organization", a project that seeks to collaborate to the process of holistic transformation with the collaborators of The Amextra Corporate



1st contact with the Mexico City Ministry of Tourism, through Casa Pepe, seeking to be part of their catalog of the program: Turismo de Barrio



The first AMEXTRA 2020 immersion trip! We traveled to the Los Altos region, Chiapas, with 12 collaborators from Amextra A.C. where we visited the projects of 3 rural communities



Commercial cooperation with the Boutique Hostel Casa Pepe in Mexico City, which consisted of providing "Short Experiences", about the world of Mexican herbalism and urban gardens to their guests; and generate travel groups that visited the communities of Amextra, A.C., in Lomas de San Isidro and Tultitlán, State of México. We've achieved 6 editions of short experiences



5 churches in alliances:
Granada Hills Community
Church, Faith Lutheran, Grace
Lutheran, New Hope Lutheran



Character creation: YACA,
the traveling little seed that
seeks to strengthen the
relationship and convey holistic
transformation with former
travelers, customers, and
potential customers



Photography contest "Photos of the
Bandita" with the participation of 39
photographs, and 3 sponsors of
Mexican design: EspinitaMX, Belier
Shoes and Wëdi. That's how we
achieved interaction with 44,286
people on Facebook!



2 manuals: With the support of
Lomas de San Isidro regional
coordinator Mariana Zago and
Tultitlán regional promoter
Mariana Romero the manuals:
Principles of Mexican herbalism
and Urban Gardens
were created

**4 advertising
campaigns in
Facebook Ads**



*The trip with Amextra Seeds made
me feel very warm in my heart. The
journeys through the landscapes of
Chiapas, meeting people, not only
from communities, but having time
to get to know the teams better,
made me feel even more love for my
work, love for the people I work
with. It was an experience that I will
always keep in my heart and hope
to be able to repeat soon.*

**Participant of the trip to San
Cristóbal de las Casas, Chiapas with
Amextra Seeds**





We will remember 2020 as the year that put us to the test with its challenges: a significant percentage of the people we serve lost their jobs, their businesses were affected, many others fell ill, and a few, unfortunately, lost their lives.

Our financial activity was considered essential for the country to continue operating, so we have continued to provide our services without interruption. 53% of our team suffered from COVID-19 virus, which led us to rethink new strategies, reorganize teams, comply with new official regulations, and operate with austerity under enormous financial stress with the creativity and impetus that have always characterized us.

We served nearly 10,000 people, most of them extraordinary women, who reacted with great courage, creativity, strength, and hope; Supporting each other, and moved by a great love for their families, they have kept part of the economy and society afloat, avoiding a deep collapse, they kept our society in operation, these women are a great evidence of what transformation is.

The Amextra team with a shared spirit, served in a brave, timely and unconditional way, those who need it most in the moments of greatest need. In difficult conditions they went out to the streets, entered homes, and shared experiences of pain, fear, confusion, and anger. They accompanied the community, deepened trust, solidarity, and we united in hope, making possible the fruits that we share in this report.

I want to express and dedicate this report to our extraordinary team, excellent AGENTS OF TRANSFORMATION.

Just as the rainbow needs the mixture of rain and sun, or before spring comes winter, and that for a new plant to emerge the seed has to die, we have gone through storms, winter and death, but spring is coming, the rainbow of hope that will continue to lead us to transformation will soon appear.

Eugenio Araiza Bahena
Director of Amextra
Finances



9,273

people
benefited

2,034

groups

6,093

group partners

3,180

individual partners



Yleana Guadalupe's business is a furniture store and with the pandemic they made her close. She tells us: "It was alarming. I asked myself, what do I do now? This is how I support my family, shutting down is a luxury that I cannot afford. I sought help and they advised me to diversify my business, so I modified my story and put groceries in one door and left the furniture in the other".



Cristina Teresita Arzola Hernández from Valle de Chalco, State of Mexico, used to work in a factors of ecological bags, in March the factory closed due to the pandemic and she stoped receiving an income.

We lived day to day. I tried to do other things, I invested and made face masks of various models; then surgical gowns for contacts of my daughter, who works in a clinic as a nurse; and later, I made vests for INEGI and a microfinance company; and ecological bags for two companies; December came and I made winter jackets and Christmas packages for clients and through Facebook sales.

Now that the campaign season is coming, I will offer ecological bags with party propaganda. The road is difficult, but we're getting by. I have a child with a disability and cancer, all our lives we are at the forefront. We must not allow ourselves to be overcome by adversity, it makes us strong and gives us wisdom. As long as we have life, there is hope.



\$40,725,142.00
pesos in active
portfolio



\$50,504,141
pesos in total
portfolio



\$60,926,680
pesos in savings



6,062 credits per year
provided for a total of

\$88,735,900.00

pesos

| CONCEPT | GOAL | ACHIEVED | % ACHIEVED |
|---------------------|------|----------|------------|
| Active groups | 2080 | 2034 | 97.8% |
| Group partners | 7600 | 6093 | 80.2% |
| Individual partners | 3900 | 3180 | 81.5% |

| SAVINGS | | | |
|-------------------|--------------|--------------|------|
| Checking account | \$29,880,233 | \$31,350,695 | 105% |
| Fixed investments | \$32,598,352 | \$29,575,985 | 91% |
| Total, savings | \$67,478,575 | \$60,926,680 | 98% |
| Total portfolio | \$52,290,583 | \$50,504,141 | 97% |
| Active portfolio | \$35,868,377 | \$40,725,142 | 114% |

OUR TEAM



75
staff members



FINANCIAL STATEMENTS

| CONCEPT | AMOUNT ACHIEVED | AMOUNT PROJECTED | DIFFERENCE | % |
|---------------------|-----------------|------------------|------------|------------|
| Total Income | \$32,079,980 | \$32,525,581 | -445,600 | 99% |
| Expenses | \$35,304,676 | \$37,959,979 | -2,655,302 | 93% |
| Net Result | -\$3,533,675 | -\$5,434,398 | -1,900,723 | 65% |



The effects of the pandemic forced us to re-evaluate the annual operating plan, since the trends we were on would have led us to losses of 14 million pesos, and at the end of the year we report a loss of only 3.5 million pesos, as an effect of our successful crisis response intervention. This wave of COVID-19 brought us back 4 to 5 years in terms of credit portfolio and defaults, but in the previous years we grew solidly and our finances are healthy, which has allowed us to **face the situation with stability and a good outlook in 2021.**

We value economic achievement, but the most valuable thing was the opportunity for service and incarnation by accompanying the people we serve, **thus fulfilling our mission**, and helping them continue building the spirit of solidarity, resilience, hope, work, service and inclusion. There has been a great opportunity



for service, people require strong injections of economic resources to reactivate family income, employment and the regional and national economy, and that will allow families to continue their transformation processes.

IN 2021 **we expect a strong reactivation** -among other reasons- because the people we serve are resilient; by nature the local economy recovers more quickly, and because of the commitment and professionalism of our teams and the strength of our philosophy.

We extend our broadest appreciation to each of the team members, who gave and continue to give their best for and for the communities where we serve. We want to dedicate this report to them.

In memory of Margarita Marcel Martínez (Dec 15, 1990 to Sep 11, 2020), Financial Advisor who passionately served at Amextra, always giving the best to her clients and colleagues.



Today **Ma. Cristina** sells donuts and muffins, she sold clothes in flea markets, but they closed in March, she tells us: "We had to look for other options, we can't stop in any situation, we can't sit back. Out of nowhere I started making donuts and muffins with my two children: one selling on the street, and the other on WhatsApp; and me, making the products. It's difficult, sometimes we want to throw in the towel, but we have to recover and act and then the results come".

Her daughter studies business administration, and says: "I have not remained paralyzed, it takes a lot of effort, but we can grow even in the midst of difficulties with creativity, intelligence and strategy."

SOCIAL IMPACT

Materials were produced for the workshop "Tools to handle adversity" (videos, infographics and manual). Sent via WhatsApp to customers



Ma. Cristina from Valle de Chalco, in the State of Mexico, won second place in the 2020 resilient micro entrepreneur award, she expressed that she hopes to grow and employ more people. The example of her life shows us the strength of our network of 6 million micro entrepreneurs.



Together with the **Tecnológico Universitario de Valle de Chalco**, we participated in a pilot program to support micro entrepreneurs and incubation of companies. Amextra Finances was responsible for facilitating the topic: Business model



Training. There were 7 internal training programs to strengthen work competencies: leadership; organization and functions, induction, Prevention of Money Laundering and Financing of Terrorism, sales, safety and hygiene at with COVID-19



Comprehensive Transformation. A training was carried out for the formation of facilitators of holistic transformation; 20 biblical reflections, 12 devotionals around trust in God and Resilience, 1 cycle of 8 sessions was held around theology and principles of transformation



DONORS

Individuals



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Abel Garibay
Adair Gutiérrez
Adazahira Chávez
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Adriana Farjat
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Víctor Salas
Yaritza Saldana



Churches

Berlinprojekt
Evangelical Lutheran Church of
America (ELCA)
Grace Lutheran Church
Immanuel Lutheran Church



Institutions

Sweetgrass Foundation
Thrivent
UK Online Giving Foundation
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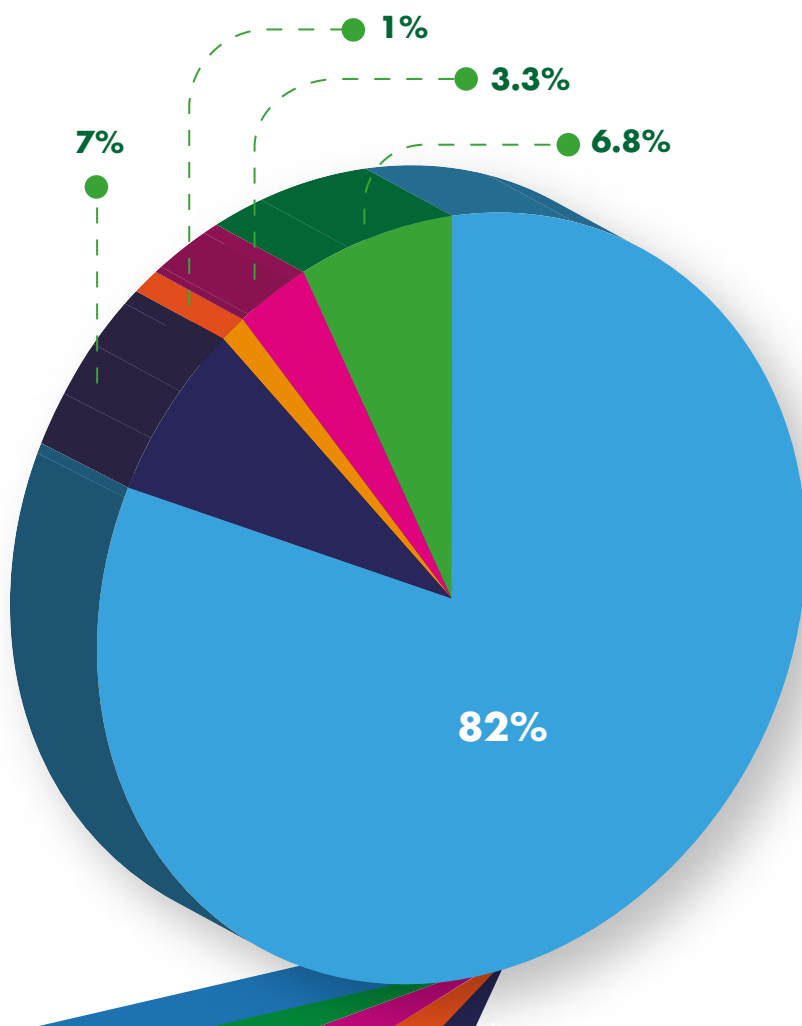
Agua Pura para el Pueblo
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Global Giving
HIP Give
In Faith Community Foundation
Embajada de Nueva Zelanda
SG Foundation

FINANCIAL REPORT

| INCOME | PESOS |
|----------------------------------|-------------------------|
| DOMESTIC DONATIONS | \$492,655.94 |
| FOREIGN DONATIONS | \$5,713,083.51 |
| IN-KIND DONATIONS | \$ 7,132.50 |
| OTHER INCOME | \$ 308,946.00 |
| SUBTOTAL DONATIONS | \$6,521,817.95 |
| AMEXTRA CONSULTANTS | \$31,211.00 |
| AMEXTRA ARTISANAL | \$192,638.92 |
| AMEXTRA SEEDS | \$64,784.73 |
| AMEXTRA FINANCES | \$32,079,980.00 |
| SUBTOTAL OTROS INGRESOS | \$32,368,614.65 |
| TOTAL INGRESOS | \$ 38,890,432.60 |
| EGRESOS | PESOS |
| PROJECTS AND PROGRAMS | \$ 7,043,692.97 |
| MONITORING AND EVALUATION | \$ 411,646.00 |
| AMEXTRA ARTISANAL | \$ 418,079.76 |
| AMEXTRA CONSULTANTS AND TRAINING | \$ 297,080.35 |
| AMEXTRA SEEDS | \$ 471,196.75 |
| INSTITUTIONAL DEVELOPMENT | \$ 758,641.18 |
| COMMUNICATION AND FUNDRAISING | \$ 388,213.38 |
| ADMINISTRATION | \$ 877,478.07 |
| AMEXTRA FINANCES | \$ 35,613,655.00 |
| TOTAL EXPENSES | \$ 46,279,683.46 |

HOW DO WE INVEST OUR RESOURCES?



| | |
|-------------------------------------|-----------------|
| Programs and Projects | \$37,963,796.48 |
| Institutional Development | \$3,212,118.18 |
| Communication and Marketing | \$476,151.38 |
| Administration | \$1,502,945.07 |
| Training, Monitoring and Evaluation | \$3,124,672.35 |
| \$46,279,683.46 | |

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(2002-2017)

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ANNUAL REPORT 2020



Mexican Association of Rural and Urban Transformation
Changing lives, transforming communities