



**PRESS  
RECORD**

**2022**





## WHO ARE WE?

The Mexican Association of Rural and Urban Transformation (AMEXTRA) is a civil society organization with a mission of promoting integral transformation in marginalized communities of Mexico. In AMEXTRA, A.C, we understand integral transformation as the change in a person's vision that allows them to propel sustainable changes inside of their community, be it rural or urban, in the following areas: nutrition, health, education, gender, coaching for non-violent spaces, environmental protection, income generation and other issues who don't allow people to get out of a marginalized situation.

Thanks to the growth and sustainability of the past 37 years, we are now AMEXTRA Corporation, which is made up of AMEXTRA A.C, AMEXTRA Finance and Professional Transformational Services (with 3 commercial units: AMEXTRA Artisanal, AMEXTRA Consulting and AMEXTRA Seeds).

## OUR HISTORY

Amextra was established in 1984 as a result of the work of university students which were looking for alternative solutions to the marginalized situation in which many Mexicans lived. Since the beginning, AMEXTRA helps communities identify their own challenges and resources available, breaking then the pattern of dependencies and creating real agents of change. Throughout its 37 years, AMEXTRA has implemented communitary development projects in 568 rural and urban communities in Mexico, benefiting more than 200,000 people.



In AMEXTRA, A.C., the transformation of marginalized communities starts by meeting the demands in many areas: health, education and food security; because of this, AMEXTRA inspires community members - with the help of the organization - to attain economical and ecological sustainability in all of the projects that are being implemented through the following programs:

EDUCATION:

Through regularisation and tutoring for basic and mid-superior educational levels, literacy courses for adults (INEA), homework clubs, summer school, AMEXTRA supports children, adolescents and young adults in their scholastic and personal development.



HEALTH AND NUTRITION:



Regional teams conduct anthropometric measurements to children and pregnant women. In addition, the teams offer nutritional workshops and prepare food with high hygiene standards and local produce from vegetable gardens and backyard poultry.

ENVIRONMENTAL CARE:



Rural communities receive training in the management of ecotechnics, apiculture and reforestation.

EDUCATION FOR PEACE:



Through workshops for peaceful resolution of conflicts, values for a harmonious coexistence and a culture of peace, AMEXTRA aims to decrease violent settings for children and adults and to build peaceful communities.

INCOME GENERATION:



Economical autonomy of families is achieved through projects focused on passive generation of income, which are implemented by artisan women and honey producers. AMEXTRA supports them with technical training in dressmaking, elaboration of herbalist products, honey production, commercialization, fair trade policies of products as well as reducing middlemen therefore benefiting the producers.

EMERGENCY ATTENTION:



AMEXTRA contributes to the emergency support in all of Mexico, delivering hygiene and food kits and facilitating workshops on risk management and post-traumatic stress workshops relief for the victims involved in a natural disaster.

AMEXTRA A.C has developed a participative methodology to accomplish its mission, which is executed through the next 5 steps:



HOW DO WE DO IT?





**CHIAPAS:** Altos Region (Aldama/ Chalchihuitán), Ocosingo and Palenque.

**GUERRERO:** Montaña Alta Region (Cochoapa el Grande and Metlatónoc).

**ESTADO DE MÉXICO:** Lomas de San Isidro and Tultitlán.

**TABASCO:** Macuspana.



WHERE DO WE WORK?

## AWARDS

- 2019, Compartir Awards, Winner in the Community Development category
- 2018, Compartir Awards, Finalist in the Community Development category
- 2017, Corresponsables Awards, First place, Category: Non-profit SMEsE
- 2017, Third place in Convocatoria CLEAR LAC (2017)
- 2014, Eugenio Garza Sada Awards for Social Entrepreneurship
- 2010, Eighth place in Micro-finance Américas Competition for the best financial institutions in Latin America

## ACKNOWLEDGEMENTS

- 2020-2022, Optimal level in the Certification of Institutionalidad and Transparency by the Mexican Center of Philanthropy (CEMEFI)
- 2018-2020, Optimal level in the Certification of Institutionalidad and Transparency by the Mexican Center of Philanthropy (CEMEFI)
- 2014, More than 20 years of service, National Institute of Social Development (INDESOL)
- 2013, Optimal level in the Certification of Institutionalidad and Transparency by the Mexican Center of Philanthropy (CEMEFI)
- 2010, More than 10 years of service in the Microfinance sector, PRODESARROLLO
- 2010, Disseminate the social development indicators in MIX, in the Plant Category, Michell & Susan Dell Foundation y Ford Foundation.
- 2010, For being an active member in the Micro-credit Summit Campaign.
- 2008, Special acknowledgement in the Eugenio Garza Sada Awards for Social Entrepreneurship, Institute of Monterrey's Technological Studies and FEMSA
- 2006, Special acknowledgement in the Eugenio Garza Sada Awards for Social Entrepreneurship, Institute of Monterrey's Technological Studies and FEMSA





EAMEXTRA Corporation gave service to more than a **14,690 people** in **6 states** and **87 communities** of Mexico.



**MEXTRA, A.C. benefited 5,222 personas in 5 states:**

Chiapas (Los Altos, Ocosingo and Palenque), Estado de México (Lomas de San Isidro and Tultitlán), Guerrero (Montaña Alta), Morelos (Tetela del Volcán) and Tabasco (Macuspana).

We raised more than **\$13,939 USD (278,720 pesos)** in 3 crowdfunding campaigns, **\$6,205,738 pesos** through donations in kind from 4 different organizations with a total value of **\$85,594 pesos**.

We associated with 4 people from the **Jóvenes Construyendo el Futuro** program with **42 Mexican volunteers and 7 Social Service participants**.

Our impact was more than **23,832 visits** to our website and **13 publications** in the media.



**AMEXTRA Finance benefited 9,273 people:** 2,034 groups, 6,093 group associates and 3,180 individual partners: \$60,926,680.00 in savings and 6,062 credits per year, positioned with an amount of \$88,735,900.00 pesos in 5 local branches y 1 correspondant bank: Ajusco, CDMX; Xico, Chalco, Tlalpizahuac and Ixtapaluca from Estado de México; and Palenque, Chiapas. Meanwhile, Mrs. María Cristina from Valle de Chalco in Estado de México, won the second place for the most resilient micro-businesswoman in 2020.



**In Professional Services of Transformation** alongside **AMEXTRA Artisanal**, we got \$323,615.54 in income for the selling of products in 5 categories: hygiene, food, beauty, health and textiles. **AMEXTRA Consulting** raised \$ 114,492.60 pesos from training income and developed 9 projects for **AMEXTRA, AC**. Finally, **AMEXTRA Seeds** accomplished succesfully 2 immersion trips in Mexico, a commercial cooperation and 6 editions of short experiences in Hostal Boutique Casa Pepe at Mexico City.





**MARCELA SALAS CASSANI**  
GENERAL DIRECTOR



**EUGENIO ARAIZA BAHENA**  
EXECUTIVE DIRECTOR,  
AMEXTRA FINANCE



**CARLOS A. DÍAZ AZCONA**  
EXECUTIVE DIRECTOR,  
PROFESSIONAL SERVICES  
OF TRANSFORMATION



**LORENA LÓPEZ DE LA CRUZ**  
OPERATIONS MANAGER



**OFELIA CINTO TEHUIZIL**  
ADMINISTRATION AND  
FINANCE MANAGER



**JESSIE ALEJANDRA  
ROMERO GARCÍA**  
PROCUREMENT OF FUNDING  
AND STRATEGIC ALLIANCES  
MANAGER



**LIDIA PATRICIA  
OLIVARES HERNÁNDEZ**  
MARKETING AND  
COMMUNICATIONS  
MANAGER



**MELISA VILLAGRÁN ESPINOSA**  
HUMAN TALENT  
MANAGER

OUR TEAM



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## CONTACT

Phone number: **55504044**  
E-mail: ***patricia.olivares@amextra.org***  
Website: ***www.amextra.org***

## SOCIAL MEDIA

FACEBOOK:  
***www.facebook.com/AmextraOficial***

INSTAGRAM:  
***https://www.instagram.com/amextramex/***

TWITTER:  
***https://twitter.com/AmextraOficial***

YOUTUBE:  
***https://www.youtube.com/channel/UC-kWFfM008buSXEasxqYeYg***