



**PORMÉXICO**  
FUNDACIÓN



# WELCOME!

The Por Mexico Foundation is a non-profit civil organization (NGO), whose objective is to improve the quality of life of Mexicans by giving them access to educational models and labor skills that allow them to be linked with the labor market in their communities.

We partner with companies, civil society and government to bring education and skill strategies to our beneficiaries.

## MISSION

Contribute to improve the quality of life of people outside the traditional education system who may be unemployed and live in precarious economic conditions by giving them access to educational programs and labor skills that allow them to be hired by global and national companies that have established business in their communities. We work together with the private and public sectors as well as with other NGO's.

## VISION

To be the national and international benchmark in linking educational programs and skill strategies with the labor market in order to strengthen the relationship between the communities and companies to the benefit of both.

## FOCUS

We strive to offer and develop, educational models that include knowledge, labor and social skills in order to facilitate the integration of our beneficiaries into the productive sector. These include people who are outside the traditional education system, may be unemployed or live in social exclusion or in high vulnerability areas which prevent them from being productive citizens.



Mtra. Karla Mawcinitt Bueno  
President  
Fundación Por México

## MAIN GOALS



### Quality Education

“Education is a fundamental factor that drives development, and it’s one of the most effective instruments to reduce poverty and improve health, as well as to achieve gender equality, peace and stability” - (World Bank, 2017).

At the Por México Foundation we promote the development of educational programs and labor skills that facilitate the integration and hiring of young people and adults into the productive sector, specially those who are outside the traditional education system, may be unemployed or live in social exclusion or in high vulnerability areas which prevent them from being productive citizens.

The work of the Foundation has a direct impact on the Sustainable Development Goal (SDG) No. 4, Quality Education, by ensuring inclusive, equitable and quality education and to promote learning opportunities for all. This is of vital importance because education is the key to achieving the SDG’s. When people can access quality education, they can escape the cycle of poverty. Therefore, it contributes to reducing inequalities and achieving gender equality.



### Skill Linkage with Labor Market

“Building the rights skills can help countries improve economic prosperity & social cohesion”.  
\*(OECD)

We work with global and national companies in order to link educational and skill programs with the labor market and therefore, create linkage between communities and companies to their mutual benefit. This is done according to the labor skills required and demanded by the industrial ecosystem of the state.

This integration is fundamental in improving the living conditions of our beneficiaries and to promote sustained, inclusive and sustainable economic growth, as well as decent employment for all. The Foundations work has a direct impact on the Sustainable Development Goal No. 8, Decent Work and Economic Growth, by seeking to create more decent work opportunities, which fosters strong and inclusive economic growth that will reduce inequalities. It is a virtuous circle that benefits both economies and the population, serving as an engine for sustainable growth.



### Gender Equality

“The Organization of the United Nations establishes that gender equality is not only a fundamental human right but the necessary base to achieve a peaceful, prosperous and sustainable world. If equality in access to education, healthcare, decent work, and representation in political and economic decision-making processes is facilitated, sustainable economies and societies will benefit at the same time.” \*(UN.org)

Equality in all of Fundación Por México’s programs is based on the concept of Gender Intelligence, which focuses on evaluating and understanding the characteristics that distinguish women and men beyond the obvious biological and cultural issues, by learning to recognize and take advantage of the differences between one another, creating joint solutions to everyday problems. Fundación Por México’s work has a direct impact on Sustainable Development Goal No. 5, Gender Equality, by providing equal opportunities for both men and women in the educational and labor field in order to eradicate discrimination based on gender.

## PROGRAMS

- Basic Education Certification in Non-traditional Modality (basic reading and writing, elementary and middle school), in alliance with the National Institute of Education for Adults (INEA).
- Technical Bachelor's degree with CONALEP (National College of Professional and Technical Education) and the Ministry of Education. We offer 58 degrees with 7 technical training specialties focused on facilitating labor linkage with the industry.
- Digital Education Courses, in agreement with CISCO, Microsoft and other partners.
- Training, Certification, and Evaluation, of labor skills through CONOCER (National Council of Labor Skill Certification).
- Alliances with international organizations on Gender Equality, to promote self-confidence and the basic principles of leadership, as well as equal labor opportunities to eradicate discrimination based on gender.

## AULA POR MÉXICO®

It is a space created to implement and promote educational programs and labor skills that facilitate the social and productive integration of communities with global and national companies that have a physical presence in the area.

### Aula Por México's model has three variants:

- Company / Government / Por Mexico Foundation
- Company / Por Mexico Foundation
- Government / Por Mexico Foundation

### Government is responsible for:

- Services
- Collaborators
- Facilities
- Maintenance
- Security
- Assistance with facilitating community participation

### Company is responsible for:

- Initial investment
- Equipment
- Training according to their requirements
- Volunteering
- Maintenance
- Dual Model



### Por Mexico Foundation is responsible for:

- Coordination
- Operation
- Educational Programs
- Scholarships
- Negotiating with the authorities
- Community Outreach

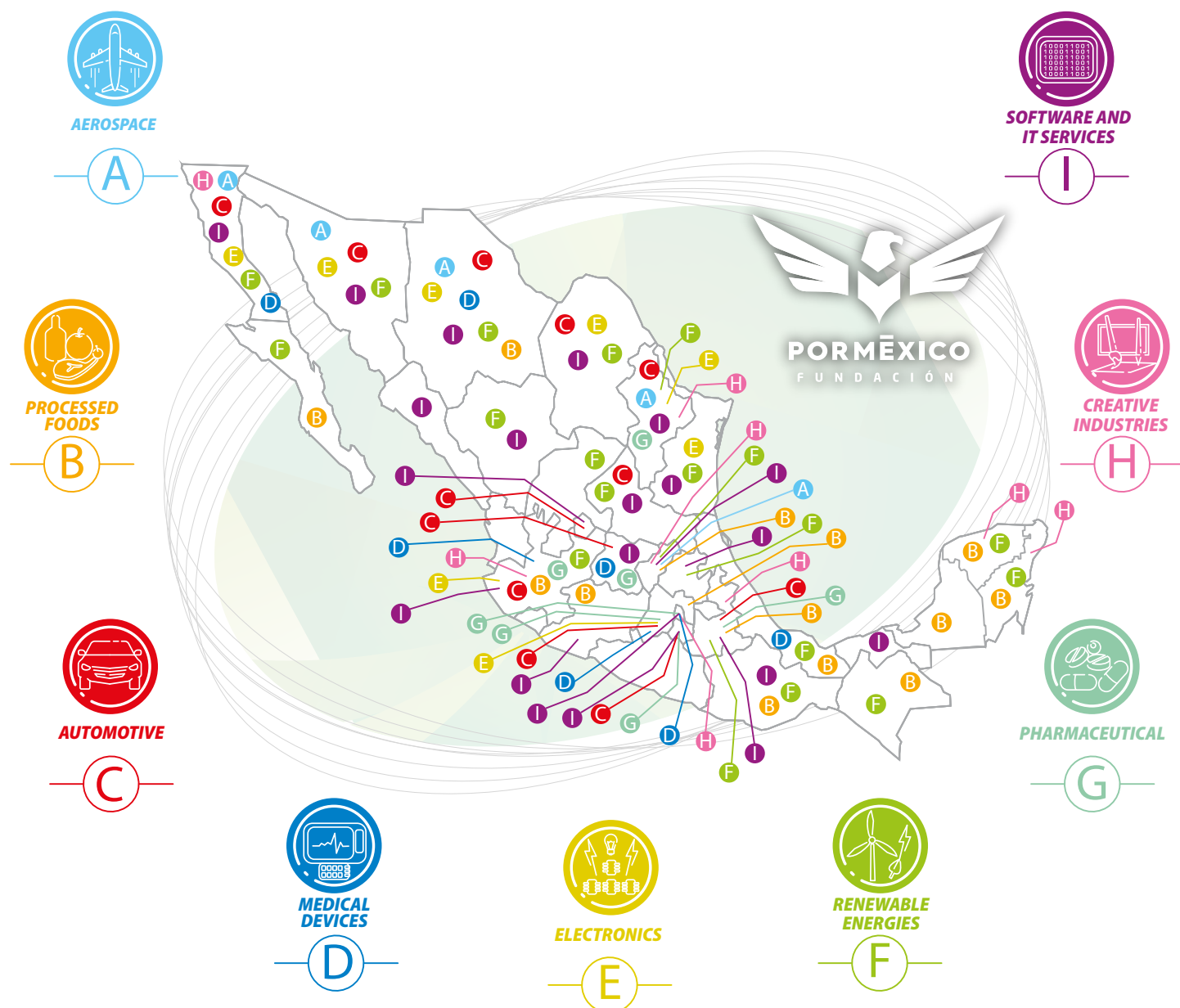
# "LUDOTECA" EDUCATIONAL PLAYROOM

It offers a stimulating and safe space which guarantees the right of children to play and develop their intelligence, personality and affections through playtime and education.

The beneficiaries have the opportunity to enroll their relatives between 3 and 12 years of age in the "Ludoteca" while they are working to get their elementary or middle school certificate, digital literacy qualification or labor skill.

## INDUSTRIAL SECTORS

The investment of National and Global companies' generates employment, economic, and technological development and knowledge exchange. Our goal is to improve the educational skills of the people in the communities where the companies have operations, in order to integrate them into the labor market to their mutual benefit. This according to the labor skills required and demanded by the industrial ecosystem of each state.







*"Satisfaction lies in the effort, not in the attainment. Full effort is a full victory."*

*Mahatma Gandhi*

Registry: 1728121:  
Trademark registration title  
at the Mexican Institute of  
Industrial Property

11/11/16

Authorization to use the  
registered name or business  
name by the General  
Direction of Business  
Regulations in the Economy  
Secretariat

10/02/17

Constitution as a Civil  
Association

19/05/17

Civil Society Organizations'  
Federal Registry with the  
following Unique Registration  
Key to the Registry (CLUNI):  
MDM170519097TI, at  
the Commission for the  
Promotion of Civil Society  
Organizations' activities of  
the INDESOL

11/07/17

Authorization resolution to  
receive deductible donations

07/12/17

Accreditation certificate  
number ECE347-18  
as a Certification and  
Evaluation entity before  
the National Council for  
the Standardization and  
Certification of Professional  
Competences

18/07/18

## FROM THE VOICE OF OUR BENEFICIARIES



### Dafne Flores

Aula Cuautitlán Por Mexico  
Beneficiary's daughter / Ludoteca  
user and Microsoft courses' student

“Thanks to Por Mexico Foundation,  
my mom is finishing middle  
school.”

### Juan

Ludoteca La Costeña  
Por México  
User

“There are loving and caring  
teachers that take care of us.”



### Luis Carlos Hernández

Ludoteca Cuautitlán Por Mexico  
Beneficiary's son, Ludoteca user and CISCO courses' student.

“What I like so much about this place is that there is a park  
and that at the Ludoteca I can play and learn.”



**Sabina Hernández**  
Aula GICSA Por Mexico  
Janitor / Literacy student

“I am starting to spell, I already know words and letters.”



**Amalio García**  
Aula GICSA Por Mexico  
Janitor / Elementary and Middle School student (SEP)

“When I was a kid I did not go to school. Thanks to GICSA  
and Por Mexico Foundation I already have my elementary  
school degree and I am currently studying middle school.”



**Rosa Rosas Vázquez**  
Aula GICSA Por Mexico  
Janitor / Literacy and elementary school student (SEP)

“I did not go to school, I did not know how to read or write.  
Thanks to the Aula GICSA Por Mexico now I can write my  
name, write my signature and I am more independent.”



**José Luis Márquez**  
Aula GICSA Por Mexico  
Electrician / Microsoft student

“I am just getting started, but I am learning each day  
something better, and I believe it is never too late to learn.”



**José Luis Ruiz**  
Aula GICSA Por Mexico  
Paint coatings / CISCO Linux Essentials student

“Due to economic reasons I could not continue studying,  
but thanks to GICSA and Por Mexico Foundation I have  
the opportunity to continue. I am studying courses on the  
Internet of things with CISCO.”



**Fabiola Schott**  
Aula Cuautitlán  
Por Mexico  
Beneficiary / Professional  
Competence Certificate  
on the Promotion of  
Reading

“I wish more people could learn the  
same things we are learning.”



**Susana Ramírez**  
Aula Cuautitlán  
Por Mexico  
Microsoft and CISCO  
courses' student.

“I am a beneficiary of Por Mexico's  
Foundation Microsoft and CISCO  
programs, they have helped me a  
lot professionally.”



**Margelly Escamilla**  
Aula Cuautitlán  
Por Mexico  
Microsoft courses' and  
Middle School student

“I want to thank INEA's teacher and  
the Aula Cuautitlán Por Mexico's  
trainers, because I am learning  
about Microsoft and finishing  
middle school.”

# PARTNERS

Por Mexico Foundation works together with major company partners, supporting and promoting educational programs in order to increase opportunities for young people and adults, and to improve their quality of life.



## SUSTAINABLE DEVELOPMENT GOALS

POR MEXICO'S FOUNDATION  
WORK IMPACTS ON THE FOLLOWING UN SUSTAINABLE ECONOMIC GOALS



- No poverty
- Zero hunger
- Good health & well-being
- Quality education
- Gender equality
- Decent work & economic growth
- Industry, innovation & infrastructure
- Reduced inequalities
- Sustainable cities and communities
- Partnerships for the goals



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