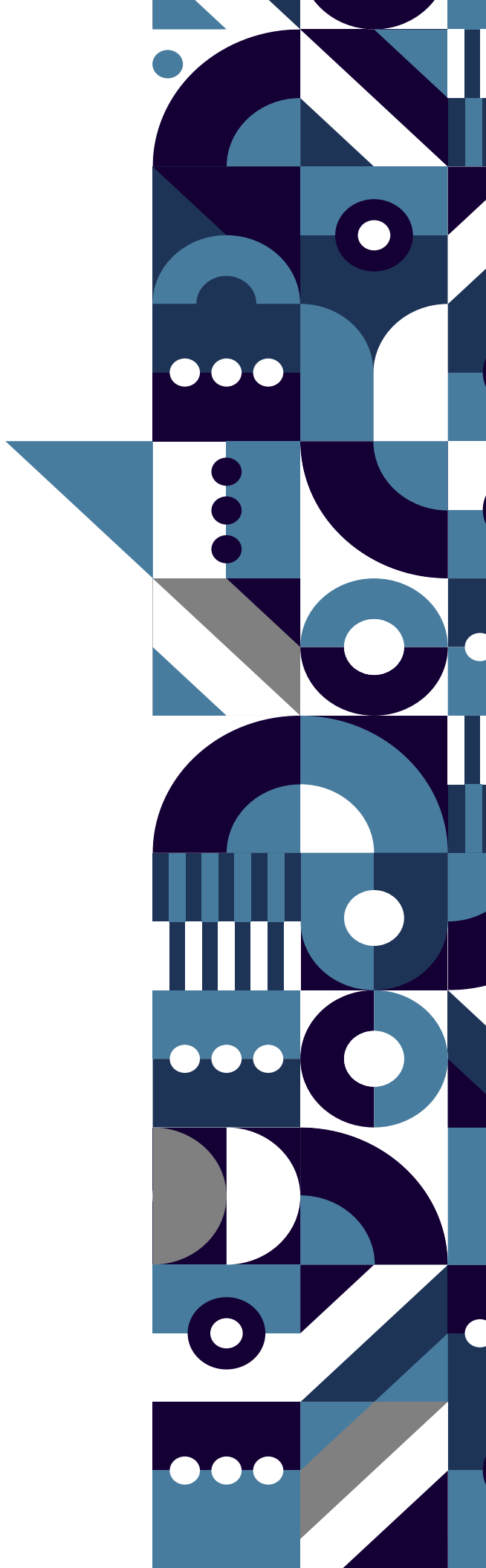


ANNUAL
REPORT
2024





Reflecting on a year of generosity

MESSAGE FROM OUR EXECUTIVE DIRECTOR



Dear Friends,

This year at Fundación Paso del Norte, we spent time reflecting on what it truly means to embody generosity. Once again, we witnessed how even the smallest acts of kindness can spark change and transform lives. Generosity goes beyond giving — it's about showing up, reaching out, listening, and building together. In these everyday expressions of solidarity and commitment, we are reminded that the decisions we make as a Foundation have the power to open new paths for our community.

In 2024, we invested over 25 million pesos in local programs and initiatives that directly supported more than 30 nonprofit organizations. We engaged over 18,000 people through our "Juárez en Acción" campaign, built four Dream Machines with children and youth through MyMachine, supported more than 2,800 women and girls in Riberas del Bravo through our Entrelazando Redes strategy, and celebrated a record-breaking third edition of Juárez Giving Day, raising 1.8 million pesos. We also hosted our annual gala, "Reflections of Generosity," bringing together over 200 allies and donors in support of our mission.

All of this was made possible thanks to the trust and generosity of our growing network of partners —individuals, companies, and institutions dedicated to creating a better future for our city. We remain committed to investing our talent, time, and resources to build bridges between communities, programs, and organizations.

Thank you for reflecting generosity. Thank you for believing in the power of collaboration.

Karen Yarza
Executive Director





**"Real generosity toward the future
lies in giving all to the present.".**

— Albert Camus

OUR STORY

Fundación Paso del Norte was founded in 2015, inspired by the vision and collaboration of leaders committed to transforming the border between Ciudad Juárez and El Paso into a region of opportunity and wellbeing.

Guided by the impact model of the Paso del Norte Health Foundation and supported by a generous \$1 million matching grant from the Woody and Gayle Hunt Family Foundation, we began our work with a clear mission: to build bridges and alliances across the region to support programs and initiatives that respond to our community's greatest social challenges.

Since then, we've developed a unique model that drives change through strategic philanthropy, community action, leadership development, and local and international collaboration. Today, we are one of the leading philanthropic organizations in Ciudad Juárez, mobilizing resources, supporting high-impact projects, and co-creating sustainable solutions with hundreds of nonprofit organizations, donors, businesses, and public institutions.

Who We Are

MISSION

To advance partnerships and initiatives to improve quality of life for the people of Ciudad Juárez.

VISION

To be a leading organization that invests in the quality of life in Ciudad Juárez through a binational model of partnerships and philanthropic funds.

BOARD OF DIRECTORS

Leaders from both sides of the border who dedicate their time and talent to advancing our mission.

Alfonso Márquez
Board Chair / Novamex

Carlos Terrazas
Vice-Chair / Crowe

Michelle Betancourt
Secretary / Imagen
Diagnóstica

Estuardo Alvelais
Novamex, Flo Networks

Sandra Salinas
Fundación Axcel

Isabel Sánchez
Counselors International

Cristina Saracho
Saracho

Rafael Tirado
Núcleo Médico Internacional

Benjamín Torres Barrón
BakerMcKenize

Tracy Yellen
Paso del Norte Community
Foundation

Our Impact Model

Fundación Paso del Norte works under a strategic model that guides our decisions, investments, and partnerships. This model is focused on generating sustainable social impact through three core pillars, four strategic objectives, and six priority areas that guide every one of our actions.

STRATEGIC GOALS

- 01** | **Strengthen** the technical and financial capacity of nonprofit organizations.
- 02** | **Create** opportunities that impact the development of the people of our community
- 03** | **Support** programs and initiatives that foster community development
- 04** | **Develop** strategic partnerships and charitable funds to respond to needs in Juárez

AREAS OF FOCUS

Healthy Living

Social sector strengthening

Children and youths

Community development

Violence prevention

Education and culture

STRATEGIC PILLARS



CULTURE

Encourage a mindset shift to inspire people to pursue happiness and well-being.



LEADERSHIP

Connect donors with initiatives aimed at improving quality of life.



PHILANTHROPY

Increase financial resources available for high-impact social initiatives.

How We Make an Impact: Initiatives & Funds

To bring our vision to life and implement our impact model, we develop concrete strategies that turn plans into action. One way we do this is by designing and managing initiatives led directly by the Foundation. These initiatives address specific community challenges and are carried out in collaboration with strategic partners, nonprofit organizations, businesses, and community members.

We also manage a variety of philanthropic funds that support high-impact social projects.

These funds may be designated—created by individuals, families, or businesses for specific causes—or donor-advised, allowing donors to actively participate in decisions about their social investment.

Both mechanisms—initiatives and funds—allow us to respond to local needs, generate solutions, and maintain operations that are transparent, agile, and highly strategic.

INITIATIVES

- Challenge Grant
- Juárez en Acción.
- Foundation Directory.
- REALIZE.
- Violence Prevention Strategy - Entrelazando Redes
- MyMachine.
- Juárez Giving Day.

FUNDS

- Binational Culture Fund.
- Binational Environmental Fund.
- Cancer Pink Boutique Fund.
- Prologis Fund.
- MUREF Fund.
- CEIAC Fund.
- FICOSEC Fund.
- San Antonio Senecú Asyllum Fund.

Spotlight 2024

This year was filled with remarkable milestones that marked a turning point for our organization. Below are some of the most meaningful moments from a year of impact and generosity.



01 INVESTING IN OUR COMMUNITY

In 2024, we mobilized more than 26 million pesos across the community through programs and designated funds managed by the Foundation. These resources directly supported 33 nonprofit organizations to drive their projects and local initiatives.



02 A COMMUNITY IN ACTION

Our annual "Juárez en Acción" campaign mobilized more than 18,000 Juárez residents, who participated in over 30 projects throughout the city. Community members organized cleanups, reclaimed public spaces, volunteered, and promoted play, sports, and well-being.



03 THE POWER OF IDEAS

We launched the fourth edition of MyMachine, operated by Desafío A.C., where four "Dream Machines" designed by children were brought to life. Over 40 college and technical students invested more than 3,300 hours of collaborative work to build these imaginative creations.

\$26,395,788.13

TOTAL FUNDS MOBILIZED
AMOUNTS IN PESOS

32

SUPPORTED
NONPROFITS

\$25,214,990.24

FUNDS GRANTED TO OTHER
NONPROFIT ORGANIZATIONS



04 RISING TO THE CHALLENGE

Eight organizations took part in our 2024 Challenge, developing fundraising campaigns that received matching funds from the Foundation. This edition helped return more than 3 million pesos to the community in the form of programs and services.



05 DEVELOPING TRANSFORMATIONAL LEADERS

We kicked off the third cohort of REALIZE Juarez, a unique leadership development model. Eighteen leaders from local nonprofit organizations began a transformative experience that will leave a lasting impact on their lives and their organizations.



06 THE POWER OF WORKING TOGETHER

We renewed our partnership with FICOSEC to continue advancing the “Entrelazando Redes” strategy for preventing gender violence. In collaboration with FECHAC, we supported five organizations and their prevention and care programs, benefiting over 2,800 people—mostly women, girls, and adolescents in Riberas del Bravo.



07 A NIGHT OF GENEROSITY

Our annual gala, “Reflections of Generosity,” brought together more than 200 allies, donors, and friends of the Foundation. It was a heartfelt celebration that raised critical funds to continue advancing our mission and deepening our community impact.



08 A CELEBRATION OF PHILANTHROPY

The third edition of Juárez Giving Day was a powerful celebration of generosity and civic engagement. With 23 participating organizations and the support of the community, the Foundation, and our allies, more than 1.8 million pesos were granted to local nonprofits.

21,397

DIRECT BENEFICIARIES AND PARTICIPANTS

08

ACTIVE DESIGNATED FUNDS

103,121

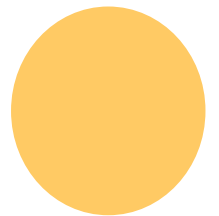
INDIRECT BENEFICIARIES

1,222

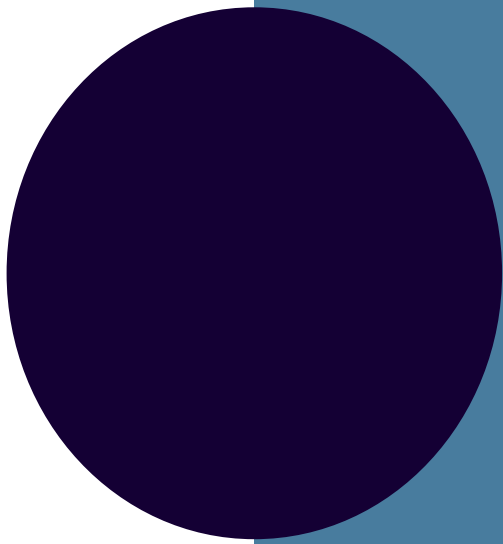
DONORS

Strategic Initiatives

Throughout the year, we developed a wide range of initiatives that bring our mission to life. This section highlights key results and milestones from 2024, showcasing the programs, strategies, and events we implemented to strengthen philanthropy, well-being, and leadership in our community.







CHALLENGE GRANT

*Multiplying donations,
multiplying impact.*

Our Challenge Grant aims to strengthen the fundraising activities of nonprofit organizations that implement programs to elevate quality of life in our community. Each participating organization executes a fundraising campaign, and for every peso raised, our Foundation provides matching funds.

This means every donation was doubled—translating into more programs, more services, and greater impact for those who need it most. RETO 2024 not only empowers organizations but also helps strengthen the culture of giving and collaboration in Ciudad Juárez.

Key Results

ORGANIZATION	FUNDS RAISED	MATCHING FUNDS	TOTAL
PROGRAMA EDUCACIÓN EN VALORES, A.C.	\$134,656.51	\$67,328.26	\$201,984.77
CENTRO DE ESTUDIO PARA INVIDENTES, A.C.	\$414,508.55	\$200,000.00	\$614,508.55
ESPACIO INTERACTIVO LA RODADORA, A.C.	\$257,079.00	\$50,000.00	\$307,079.00
FUNDACIÓN INTEGRAL, A.C.	\$403,170.26	\$200,000.00	\$603,170.26
FUNDACIÓN GAZPRO, A.C.	\$338,600.00	\$150,000.00	\$488,600.00
DESARROLLO JUVENIL DEL NORTE, A.C.	\$100,000.00	\$50,000.00	\$150,000.00
INSTITUTO DE ATENCIÓN ESPECIAL A NIÑOS, A.C.	\$382,699.00	\$150,000.00	\$532,699.00
AMIGOS DE LA ORQUESTA SINFÓNICA ESPERANZA AZTECA A.C.	\$133,364.41	\$50,000.00	\$183,364.41

TOTAL

\$ 3,081,405.99
pesos



JUÁREZ EN ACCIÓN

A whole city comes together

Juárez en Acción is a citywide campaign that engages thousands of juarenses every September. We invite neighbors, families, schools, businesses, and groups of friends to take positive action for their city—from park cleanups to organizing sports, art, or wellness activities. Each year, thousands of people come together to make Juárez a better place to live. This initiative shows that change begins with us and that when we act together, we create a ripple effect of hope, participation, and social transformation.



06 PROJECTS PLAY AND SPORT

- "Volver a Nacer".
- Race "Cada Gota Cuenta" J+.
- More Sports with Balls.
- Blue Open Ciudad Juárez-El Paso.
- San Ángel Soccer Tournament.
- San Mateo P.E. Activation



16 PROJECTS WELL-BEING

- Community service for Juárez.
- Sunrise Action 2024.
- World Peace Day Mural.
- Sharing Healthy Meals.
- My Secu.
- Critical Mass September & Tactical Urbanism.
- San Jorge Rally.
- Talk for migrant families.
- You Are Not Alone.
- Pit y Pitt in Action.
- Secundaria Técnica 79 in Action 2024.
- The Intelligence of your Emotions.
- Biology Rally.
- Dance Event.
- Entrelazando Redes por Riberas del Bravo.



14 PROJECTS PUBLIC SPACES RESCUE

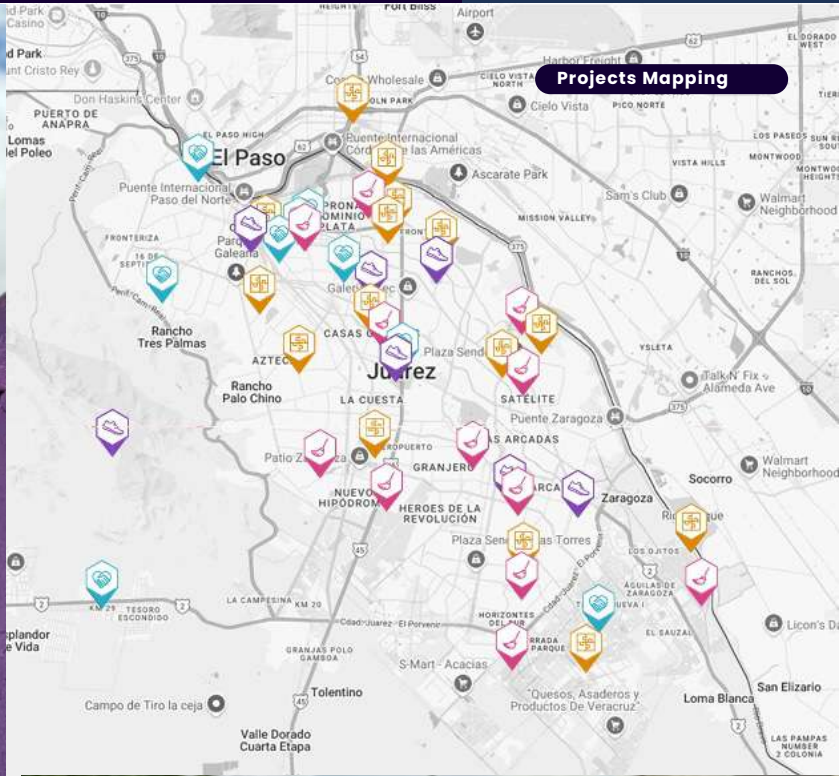
- General Cleanup of Corredor Santa Cruz.
- Cleanup of perimeter wall of colonias Campestre Virreyes y José Martí.
- I love and care for my city.
- Let's Clean Up Together.
- Recovering our park.
- Cleanup Parque Rincón del Valle.
- A clean Elementary.
- Tarike in action.
- My 3 Schools in Action for Juárez.
- Perimeter Cleanup.
- Clean Up.
- Cleanup Brigade.
- 44 In Action.
- Reforestation of Tomás Fernández green corridor.



10 PROJECTS COMMUNITY SUPPORT

- TunTun Show 8th Anniversary.
- Second "Corazón" Campaign.
- From Juárez to Guachochi.
- Backpacks and Schools Supplies Drive.
- Girl PAWer.
- Book Drive and Book Club
- Free Equine Therapy
- Supply Drive for APAAC Shelter.
- Herrera Shelter Visit.
- Una Pizza, Una Sonrisa.

Over 18,000 people doing good deeds for Juárez



18,437

REGISTERED VOLUNTEERS

Across nine editions of the campaign, we've mobilized more than 124,000 people to take positive action for Juárez — all focused on projects that promote well-being, community support, cleanup and space restoration, play, and sports.

With the support of:



36

COMMUNITY PROJECTS

18,437

REGISTERED PARTICIPANTS

84,650

PERSONS BENEFITED THROUGH THE COMMUNITY PROJECTS



MYMACHINE

Turning ideas into reality

MyMachine is a unique experience in creativity and social innovation where children imagine their “dream machines,” which are then designed and built by university and technical students.

The program encourages imagination, collaboration, and creative thinking, bringing together different generations to show that every great idea has the potential to become real. In partnership with educational and social organizations, MyMachine is a powerful tool that inspires children and teaches them the power of their ideas.



04

DREAM
MACHINES BUILT

197

PARTICIPATING
CHILDREN IN
WORKSHOPS

04

DREAMERS

05

UNIVERSITY
STUDENTS

35

TECHNICAL
CAREERS
STUDENTS



01. Children draw their dream machines.

DREAM



02. University students make a functional design of the machines.

DESIGN



03. Students of technical programs bring the machines to life.

BUILD



Thank you, **DESAFÍO**

Modelo de Formación Juvenil

Desafío is a nonprofit organization focused on empowering vulnerable youth in Ciudad Juárez by developing employability skills and improving social mobility. Since 2023, Desafío has partnered with Fundación Paso del Norte to operate the MyMachine program with incredible results.

MyMachine was originally created in Belgium by the MyMachine Global Foundation and is now recognized globally as one of the most awarded methodologies for fostering creativity and innovation among children and youth.

DREAMERS 2024



Meet the children that participated in this program as "dreamers" and drew the machines of their dreams.



Sergio Casas

Emmanuel Rojas



Naomi Cruz

Jade Márquez



STRATEGIC PARTNERS



Microsoft



FUNAX
Conectando huManos



UACJ



CENALTEC
Centro de Entrenamiento en Alta Tecnología

ENTRELAZANDO REDES STRATEGY

*Collaborating for a life
free of violence*

Entrelazando Redes is a strategy designed to support nonprofit-led interventions aimed at preventing and addressing gender-based violence in highly vulnerable areas like Riberas del Bravo.

Through partnerships with nonprofits and allied foundations, we support projects offering psychological and legal assistance, empowerment activities, and survivor support for women, girls, and adolescents. Participating organizations also collaborate to drive collective impact and public advocacy to improve victim care protocols and services.

GRANTS

ORGANIZATION	GRANT
Casa Amiga Esther Chávez Cano, A.C.	\$1,980,951.04
Centro Caritativo para la Atención de Enfermos de Sida, A.C.	\$2,810,180.20
Corresponsalía de Mujeres Resilientes de Ciudad Juárez, A.C.	\$947,260.60
Salud y Bienestar Comunitario, A.C.	\$573,279.73
Sin Violencia, A.C.	\$2,046,000.00
Vida Integral para la Mujer, A.C.	\$504,000.00
TOTAL	\$8,861,671.57 pesos

The power of collaboration

The strategy began as a joint effort between FICOSEC and Fundación Paso del Norte to support social projects focused on preventing and addressing different forms of social violence.

Recognizing the need for long-term, systemic change, both institutions signed a partnership and started a designated fund with the goal of attracting more stakeholders and partners to build a strong network to support participating organizations with greater continuity and impact.



In 2024, the Fundación del Empresariado Chihuahuense joined this effort with an investment of over 3.2 million pesos, helping strengthen participating organizations and prepare for long-term advocacy.

Thank you to the organizations that participate in this strategy:



\$13M

PESOS INVESTED IN GRANTS,
CAPACITY BUILDING AND
EVALUATION

THIS INITIATIVE IS POSSIBLE
THANKS TO:

FICOSEC
Empresarios de Chihuahua

2,852

PERSONS BENEFITED THROUGH
THE PARTICIPATING
ORGANIZATIONS



Over 2,800 women, girls and adolescents benefited.

JUÁREZ GIVING DAY

A city that gives, is a city that cares

Juárez Giving Day is a celebration of philanthropy and generosity. Throughout November, we invite the community to donate online to the causes that inspire them most.

Over 20 nonprofit organizations participate in this digital campaign and receive awards and incentives from the Foundation and our partners. It's a powerful opportunity to make giving accessible to everyone, no matter the amount—every peso counts, and every donation makes a difference.

Juárez Giving Day proves that when we come together as a community, the impact is powerful and long-lasting.

HOW IT WORKS



SIGN-UP

Interested nonprofits register on the official Juárez Giving Day platform.



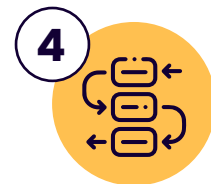
VALIDATION

We verify that the organizations are active, legally compliant and working in Ciudad Juárez.



TRAINING

Selected organizations attend workshops on fundraising, digital campaigns, and impact storytelling.



PLANNING

Each organization set goals, plans their fundraising campaign and prepares materials.



CAMPAIGN LAUNCH

Campaigns go live on our digital platform, and are promoted throughout November.



DONATION MONTH

During November, the community donates online while the organizations participate in dynamic challenges and incentives.



FUNDS DISBURSEMENTS

At the end of the campaign, organizations receive their donations and any prizes earned to continue advancing their causes.

1.8 million pesos to advance charitable initiatives



ORGANIZATION

FUNDS RAISED

Amor por Juárez	\$41,999.71
Asociación Amigos de la Orquesta Sinfónica Esperanza Azteca	\$7,254.54
Banco de Alimentos de Ciudad Juárez	\$175,316.41
Centro de Estudios Industria 4.0	\$26,077.66
Centro de Estudios para Invidentes	\$106,058.22
Centro Familiar para la Integración y Crecimiento	\$4,078.10
Centro Multicultural Yermo y Parres	\$35,214.94
Colectiva Arte Comunidad y Equidad	\$26,867.23
Crecimiento Humano y Educación para la Paz	\$54,919.78
Darenka para Niños, Niñas y Jóvenes con Cáncer	\$86,153.41
Espacio Interactivo La Rodadora	\$21,043.64
EXATEC Ciudad Juárez - El Paso	\$384,262.81
FUNAX	\$38,858.26
Fundación CAPAA	\$181.20
Fundación para la Educación de Mujeres y Niños	\$41,162.62
Fundación V.A.S.E.	\$17,506.30
Hogar de Niños Emmanuel	\$472.74
La Tenda Di Cristo	\$28,170.43
Las Hormigas Comunidad en Desarrollo	\$196,498.94
Mujeres Resilientes	\$30,932.28
ONAMICAN	\$60,827.49
Organización Popular Independiente	\$347,703.41
Por la Juventud	\$43,385.55
Programa Educación en Valores	\$35,144.91
Salud y Bienestar Comunitario	\$24,264.41

TOTAL

\$1,834,354.99
pesos

A unique campaign in our community

Giving Days are celebrated around the world as special opportunities to donate and support social causes. Until recently, Ciudad Juárez didn't have a movement like this... but that's changed!

This campaign creates a space where organizations and the community come together, find inspiration, and join forces. Seeing so many individuals, nonprofits, and partners actively participate has been truly extraordinary. This campaign isn't just about raising funds—it strengthens the culture of generosity and resilience that defines our city.



This year's editions was supported by:



GALA: REFLECTIONS OF GENEROSITY



An opportunity to connect with donors and partners that help advance our mission.





More than a gala— a reflection of community

Each year, we celebrate the generosity that transforms our city with an evening filled with inspiration, art, and connection: our “Reflections of Generosity” gala.

The 2024 edition was an unforgettable night. We enjoyed a delicious dinner, artistic performances, a local art auction, and moments of magic that reminded us why we do what we do—to improve quality of life in Ciudad Juárez through collaboration and compassion.

+200

GUESTS

\$774,942

PESOS RAISED

Charitable Funds

A powerful way to leave a legacy

Through our designated funds, individuals, businesses, and organizations support causes they care about and dedicate resources to be invested transparently, efficiently, and strategically.

These funds enable ongoing support for areas like culture, environment, health, education, and social development. Each fund tells a story of commitment and directly impacts the lives of hundreds of people.



BINATIONAL CULTURE FUND



BINATIONAL ENVIRONMENTAL FUND



FICOSEC FUND



MUREF FUND



CEIAC FUND



PROLOGIS FUND

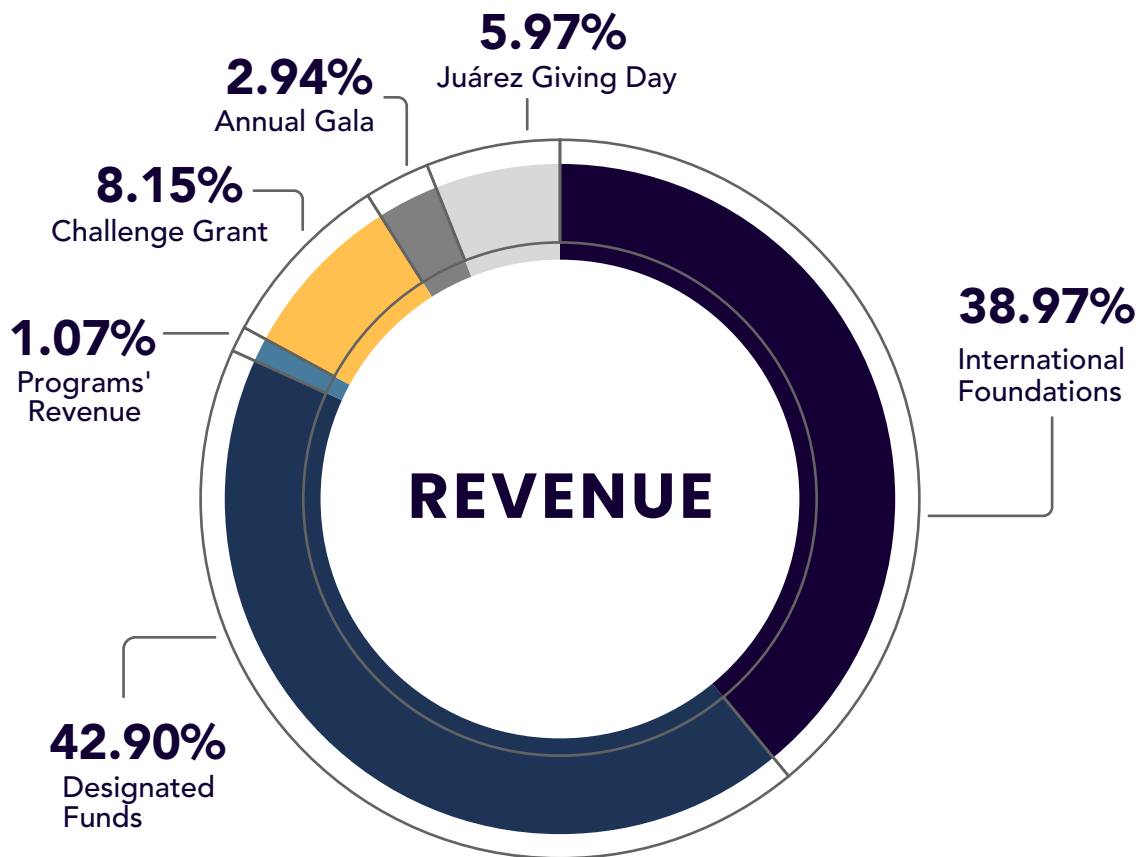


SAN ANTONIO ASYLLUM FUND

Transparent Finances

Every gift and donation represents the trust that donors, companies, institutions, and partners place in our work. These funds are the foundation that sustains our programs and philanthropic efforts.

This section details the sources of our 2024 revenue, reinforcing our commitment to clear and responsible reporting.

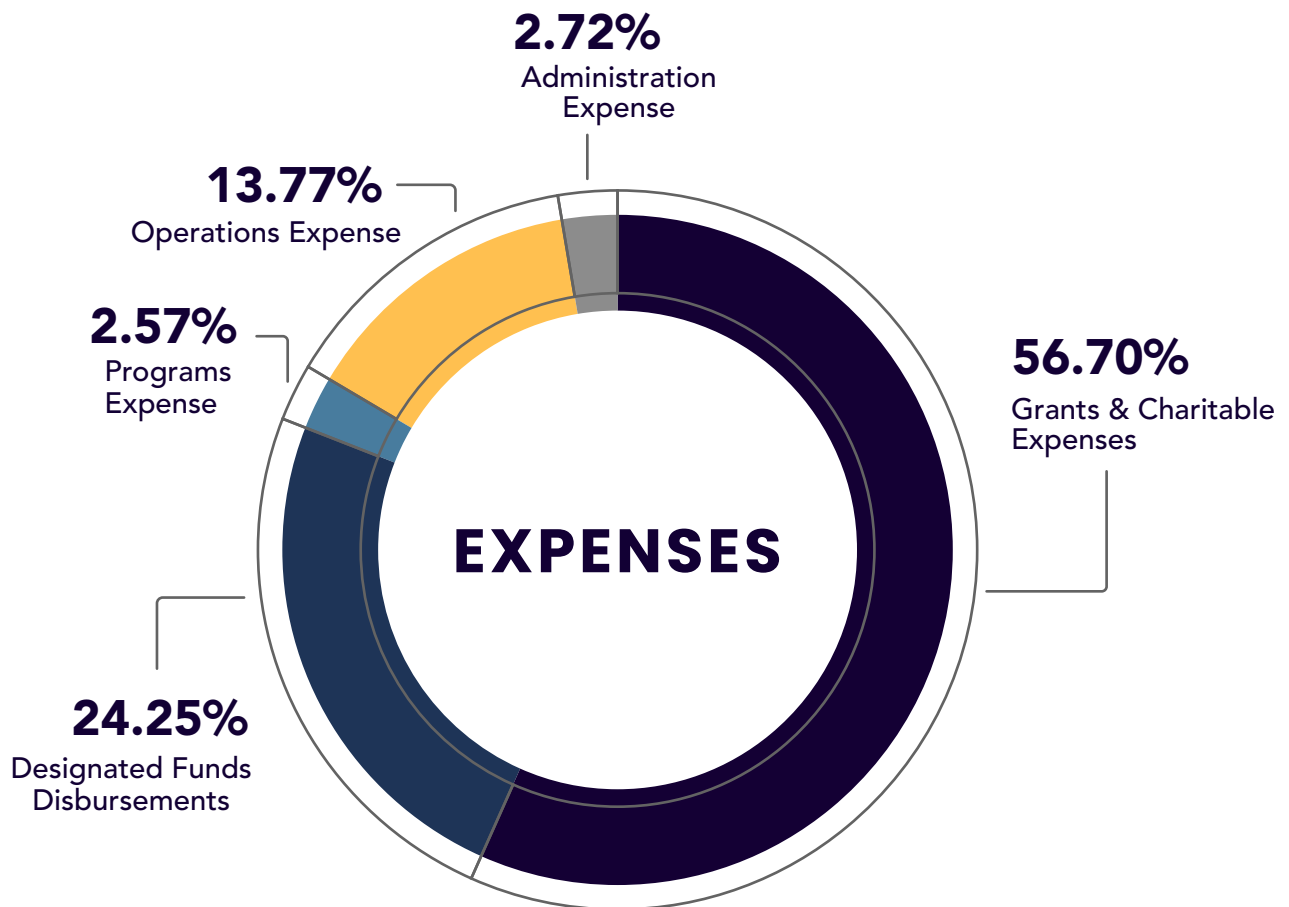


Amounts in pesos

International Foundations	\$10,287,605.02
Designated Funds	\$11,324,270.87
Programs Revenue	\$281,890.00
Challenge Grant	\$2,151,980.70
Annual Gala	\$774,942.54
Juarez Giving Day	\$1,575,099.00
TOTAL	\$26,395,788.13

We ensure that every peso is invested strategically in programs, grants, institutional development, and operations.

Here's how we allocated our resources in 2024—with the goal of continuing to build a solid, efficient, and transparent foundation.



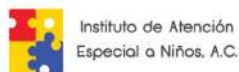
	Montos en pesos
Donativos a otras OSC	\$17,424,747.33
Donativos de Fondos Designados	\$7,453,140.28
Gastos de Programas	\$788,607.41
Gasto Operativo	\$4,231,009.70
Gasto Administrativo	\$836,517.31
TOTAL	\$30,734,022.03

We undergo annual external audits conducted by Baker Tilly, and the latest reports are published every July on our Transparency page. Additionally, we are certified by CONFIO, which endorses our best practices in management and accountability.

Partners & Donors

Thank you for being part of our journey

We are grateful to the companies and organizations whose trust and commitment help us build the kind of community we all dream of and deserve.



Family of Foundations

*Two countries, three foundations,
one shared vision.*

We are part of a family of foundations working together to transform the Paso del Norte region through health, philanthropy, and binational development.



PASO DEL NORTE
COMMUNITY FOUNDATION

pdnfoundation.org



PASO DEL NORTE
HEALTH FOUNDATION

pdnhf.org



FUNDACIÓN
PASO DEL NORTE

fundacionpdn.org

Each with its own focus, we share a common mission: to improve quality of life along the border through partnerships, leadership, and action.

Get Involved

There are many ways to be part of our mission.

Our work is made possible by the combined talent, commitment, and resources of many. We know real change happens when the community gets involved—which is why we invite you to join us in the way that speaks to you most.

Every effort, every minute, every peso donated makes a difference. Whether through a fund, your time, or a contribution, your participation strengthens our mission and multiplies the possibilities for transformation in Ciudad Juárez.

You too can join our mission and help transform lives in Ciudad Juárez.



MAKE A GIFT

Your contributions are tax-deductible.



START A DESIGNATED FUND

Create your philanthropic legacy.



CONNECT US

Help us build new partnerships.



SHARE YOUR TIME AND TALENT

Volunteer at our programs and committees.

Let's keep building community

OUR STAFF

Karen Yarza | Executive Director

Luis Mendoza | Chief Operating Officer

Jesús Valenzuela | Programs Coordinator

Yobana Cruz | Organizational Development Coordinator

Javier Ponce | Accounting Manager

Follow us on
Social Media:



✉ info@fundacionpdn.org

fundacionpdn.org



FUNDACIÓN
PASO DEL NORTE

In 2025 celebrate with us
A DECADE OF IMPACT

