



RECONSTRUYENDO MÉXICO

Rebuilding communities beyond bricks



Mexichem.

GRUPO KALUZ AND ITS COMPANIES – MEXICHEM, ELEMENTIA, GRUPO FINANCIERO VE POR MÁS–, AS WELL AS FUNDACIÓN KALUZ AND KALUZ FOUNDATION, JOINED THIS EFFORT WITH A UNIFIED PURPOSE: TO GO BEYOND BUILDING FOUNDATIONS AND PUTTING UP ROOFS, TO REBUILD THE HEART OF OUR COMMUNITIES.

Throughout this past year, the mission we have shared with our partners has been to help thousands of people regain the common space that brought neighborhoods together. We viewed rebuilding schools as the key space to reconnect the community.

We have also come to understand that to rebuild communities, we need to start by rebuilding the bonds between people and restoring a safe environment so that people can look forward.

Under these principles, Fundación Kaluz and Mexichem have begun an initiative called “Reconstruyendo México” (Rebuilding Mexico), a shared response to help our country recover. It is an initiative to extend a helping hand, particularly

to people in the hardest-hit areas, like Morelos, Chiapas, Mexico City, Mexico State, Puebla and Oaxaca.

Through this program, we are working on three fronts:

- 1) Creating trust through transparency and a united effort towards a shared goal.
- 2) Introducing programs to rebuild the social fabric and resilience of communities.
- 3) Building foundation, installing roofs, equipping classrooms and school playgrounds.





LETTER FROM THE PRESIDENT OF FUNDACIÓN KALUZ

On behalf of Fundación Kaluz, I am honored to present this report on the results of our “Reconstruyendo México” initiative, one year after the earthquakes shook our country.

In the days and months following the catastrophe, Mexican society demonstrated its tremendous capacity to respond, and above all, we rediscovered a profound sense of solidarity that moved all of Mexico and prompted us to help the people who had faced the destruction of the spaces around which their communities revolved.

We also remembered the importance of cooperation among all members of society: companies, citizens, government, neighbors, and experts —working together on the task of rebuilding. One of the most basic tasks at a societal level has been to repair the spaces for togetherness and to mend the social fabric on which people build their present and future. That is why from the very start we directed our efforts toward giving a new life to the heart of our communities. It makes me proud to have witnessed that greater success is achieved when we combine our talent and vision, complement each other’s professional fields, share responsibilities, and do something good for those around us.

At Fundación Kaluz, we called on society at large to contribute funds, promising to match every peso raised with two pesos of our own. The response was overwhelming with 3,200 donors from 17 countries giving to the cause.

Thanks to the support of so many citizens, companies and other non-profit organizations, both in Mexico and abroad, we raised 22 million pesos. Today, having fulfilled our promise together with Mexichem, and after receiving additional donations, we have a fund totaling 69 million pesos to finance all the actions of Reconstruyendo México.

With the hard work of everyone involved, we have succeeded in making Reconstruyendo México a learning experience in many ways. Among the lessons we have learned are: the importance of choosing the best allies and experts to direct and implement our task; that with equal cooperation and shared information among all participants we can channel efforts with a multiplying effect; that transparency and accountability are crucial to working in an organized way; and of course, the vital importance of always considering the viewpoint of our beneficiaries, and getting them involved in all the tasks.

If we can continue working in a coordinated fashion, we can ensure that these mechanisms are not an extraordinary response to an unexpected tragedy, but a natural form of cooperation among citizens, private enterprise and government. Clearly there is still much to be done in repairing the devastation caused by the earthquakes, but the most important thing is to continue building a strong country, with a participative, united country. This is a long-term project, but we know, now more than ever, that there is no challenge we cannot overcome together and there is no challenge greater than our love for our country and our will to reach our goals.

A solid democracy requires trust and continual cooperation by all parties.

Blanca del Valle Perochena
President, Fundación Kaluz

DATA HIGHLIGHTS

CONTRIBUTIONS RECEIVED

MXP \$24,669,723
FROM PRIVATE DONORS

MXP \$961,740
FROM COMPANIES
OF THE GROUP

MXP \$44,000,000
FROM FUNDACIÓN KALUZ
AND MEXICHEM

MXP \$69,631,463

TOTAL RAISED FOR THE RECONSTRUYENDO
MÉXICO INITIATIVE

A TOTAL OF **3,200** DONORS FROM
17 COUNTRIES RESPONDED

*Figures in Mexican pesos as of September 10, 2018

EMERGENCY ACTION

4

Faced with the material destruction and disruption of daily activities caused by the quakes, the Reconstruyendo Mexico Initiative, Fundación Kaluz and Mexichem acted swiftly to tackle various urgent tasks.



WATER SUPPLY

Amid widespread water shortages and people's need for water to carry out their indispensable day-to-day activities, through the Fondo de Agua de la CDMX (Mexico City Water Fund) and Transportes Enmark, we sent **21 water tank trucks** to Xochimilco and Tláhuac to benefit 631 families.



LIGHTWEIGHT ROOFING SHEETS FOR HOMES AND SCHOOLS

Through the Un Kilo de Ayuda program, we delivered **2,444 lightweight roofing** sheets to the community of Huamúchil, Oaxaca, of which 1,400 were used to repair 140 homes and 1,044 were used in the construction of temporary classrooms.



CISTERNS FOR WATER STORAGE AND USE

A total of **40 water tanks** were donated through Fundación Casa Wabi (which contributed 50%) to supply, store and dispense water to households in Huajuapán de León, Oaxaca.



TEMPORARY CLASSROOMS

Through the Natural Disasters Aid Committee (CADENA), **20 temporary classrooms** were set up at five schools in Morelos, in the municipalities of Puente de Ixtla, Jojutla, Tlaquiltenango and Xochitepec. The project benefited 400 children.



1 BUILDING TRUST, TRANSPARENCY AND COLLECTIVE EFFORT

In partnership with the Mexican Competitiveness Institute (Instituto Mexicano para la Competitividad, or IMCO) and other foundations and organizations, a **School Reconstruction Map** was drafted and published six months after the September earthquakes. With this effort we succeeded in creating a platform for sharing best practices, avoiding duplicated efforts and allowing private enterprise to participate more efficiently in the reconstruction effort.

“Without the support of Fundación Kaluz, we wouldn’t have the MejoraTuEscuela.org reconstruction platform, a proactive transparency initiative for documenting progress, avoiding duplication and creating a space for accountability.”

Alexandra Zapata, Director of Education and Civic Innovation, IMCO

2 REBUILDING RESILIENCE

“The impact of the alliance was felt beyond the specific moment of the emergency –it planted in these boys and girls the seed of leadership and the resilience they need both to overcome the adversity of the earthquake and to contribute to improve coexistence in the spaces of daily life.”

**Alfredo Peña,
Director of Lawfulness Culture, MUCD**

Together with Mexico United Against Crime (México Unido Contra la Delincuencia, or MUCD), we introduced a pilot program to promote a culture of lawfulness and leadership among students of affected high schools in the Iztapalapa and Azcapotzalco delegations of Mexico City. A total of 523 students participated, and the impact extended to the entire school community, made up of 1,715 students and 131 teachers. We have plans to continue with another 13 schools, benefiting 7,000 students.

MXP \$65,701,603

Pledged donations to date in the
Reconstruyendo México initiative

MXP\$160,966,945

Contribution from other funds

3 REBUILDING IN THE HEART OF COMMUNITIES

In the September 2017 earthquakes more than 16,132 schools in Mexico were damaged. Of these, 10,793 suffered minor damage, 5,062 suffered partial damage, and 276 will have to be completely rebuilt.*

**FUNDACIÓN KALUZ AND MEXICHEM
DECIDED FROM THE START TO FOCUS
MOST OF THE RESOURCES OF THE
RECONSTRUYENDO MÉXICO
INITIATIVE ON REPAIRING SCHOOLS
AND COMMUNITY CENTERS IN THE
AFFECTED ZONES.**

The most important thing for us is guaranteeing that rebuilt facilities can serve as spaces for learning and community togetherness that will have a positive impact on society.

Our impact was felt on:

46 schools

2 community centers

1 health care center

All told, we will rebuild 13 schools, six of which will be ready by the close of 2018 and seven more in the first half of 2019.

The project includes a two-year school assistance program designed by Fundación Kaluz and Fundación BBVA Bancomer, in collaboration with Enseña por México, Proeducación and Unete.

*Ministry of Public Education, communique 313. Can be viewed at: <https://goo.gl/bEoQxx>

MXP\$226,668,548

Total project value

55,369

Beneficiaries



A

ACCOUNT BREAKDOWN

FUNDACIÓN KALUZ, A.C. BANCO VE POR MÁS #1342 M.N.		
Account	Deposits	Total Amount
Mexichem	2	\$22,000,000.00
Fundación Kaluz	5	\$22,000,000.00
Group Companies	3	\$961,740.00
Employees	92	\$644,033.00
U.S. Mexico Foundation / Global School Spirit	1	\$1,156,619.82
General Public	124	\$15,056,242.94
Grand Total	227	\$61,818,635.76

KALUZ FOUNDATION JP MORGAN #57331007 USD		
General Public	39	\$434,045.85

F

FUNDS APPLIED

	PLEDGED		APPLIED	
	Fundación Kaluz	Kaluz Foundation	Fundación Kaluz (MXN)	Kaluz Foundation (USD*)
Emergency	\$821,011		\$821,011	
Fideicomiso Fuerza México	\$950,000		\$950,000	
Building Schools and Communities	\$52,165,192	\$188,000	\$32,675,392	\$134,000
Rebuilding Resilience	\$1,342,000		\$1,342,000	
School Reconstruction Map	\$800,000		\$618,051	
Follow-up	\$1,811,400	\$246,000		
Total	\$57,889,603	\$434,000	\$36,406,454	\$134,000
Grand total MXP	\$65,701,603		\$38,818,454	

P

PROJECTS

EMERGENCY ACTION								
State	Municipality	Lead Organization	Activity	Contribution from Reconstruyendo México initiative	Contribution from other funds	Total	Beneficiaries	Progress to date
Mexico City	Xochimilco and Tláhuac	Fondo de agua de la CDMX Transportes Enmark	Delivery of water tank trunks	\$136,211	-	\$136,211	3,155	100%
Oaxaca	San Dionisio del Mar	Un Kilo de Ayuda	Lightweight roofing sheets for homes and schools	\$359,700	-	\$359,700	1,120	100%
Oaxaca	Huajapan de León	Fundación Casa Wabi	Water tanks for homes	\$25,100	\$25,100	\$50,200	200	100%
Morelos	Puente de Ixtla, Jojutla, Tlaquiltenango, Xochitepec	CADENA	Temporary classrooms	\$300,000	-	\$300,000	400	100%
				\$821,011	\$25,100	\$846,111	4,875	

Reconstruyendo México

TRANSPARENCY						
Scope	Lead organization	Activity	Contribution from Reconstruyendo México initiative	Contribution from other funds	Total	Progress to date
National	Instituto Mexicano para la Competitividad	School Reconstruction Map	\$800,000	-	\$800,000	Complete, with ongoing maintenance

⁽¹⁾ As of September 10, 2018

⁽²⁾ Peso/dollar exchange rate for information purposes is 18.00 MXP per USD

⁽³⁾ The difference between deposits from the general public and the total amount double-matched is due to the closing date of the 2x1 matching program in December 2018.

⁽⁴⁾ Last transparency report filed with the federal tax department, August 31, 2018. Different due to contributions received after filing date. Kaluz Foundation contributes funds directly to the projects.

Figures have been audited by Deloitte and are subject to change due to updates and program progress.

REBUILDING RESILIENCE								
State	Municipality	Lead Organization	Activity	Contribution from Reconstruyendo México initiative	Contribution from other funds	Total	Beneficiaries	Progress to date %
Mexico City	Iztapalapa Azcapotzalco	México Unido Contra la Delincuencia	Workshops, first phase	\$509,000	-	\$509,000	500	100%
Mexico City	Various high schools	México Unido Contra la Delincuencia	Workshops, second phase	\$833,000	-	\$833,000	7,000	In progress
				\$1,342,000		\$1,342,000	7,500	

REBUILDING SCHOOLS AND COMMUNITIES / SCHOOLS								
State	Municipality	Lead Organization	School campus	Contribution from Reconstruyendo México initiative	Contribution from other funds	Total	Students	Progress to date
Morelos	Jojutla	Fundación BBVA Bancomer	Cuauhtémoc	\$8,000,000	\$9,019,009	\$17,019,009	674	100%
Puebla	Atzizihuacan	Fundación BBVA Bancomer	Teniente José Azueta	\$1,450,000	\$5,267,329	\$6,717,329	320	100%
Puebla	Jolalpan	Fundación BBVA Bancomer	Miguel Hidalgo	\$2,450,000	\$8,299,914	\$10,749,914	558	73%
Morelos	Yautepec	Fundación BBVA Bancomer	Guillermo Prieto	\$9,250,000	\$9,868,397	\$19,118,397	675	45%
Mexico City	Iztapalapa	Fundación BBVA Bancomer	Ricardo García Zamudio	\$4,000,000	\$12,947,387	\$16,947,387	1,186	37%
Mexico State	Tultitlán	Fundación BBVA Bancomer	Secundaria Técnica Sor Juana Inés de la Cruz	\$4,400,000	\$30,903,132	\$35,303,132	1,512	36%
Chiapas	Tuxtla Gutiérrez	Fundación BBVA Bancomer	Lic. Adolfo López Mateos	\$9,200,000	\$28,473,751	\$37,673,751	1,614	34%
Oaxaca Chiapas Mexico State	Pinotepa Nacional Ocozocoautla de Espinosa Nezahualcóyotl	Fundación BBVA Bancomer	Three schools	\$11,250,000	\$32,514,809	\$43,764,809	1,915	21%
Mexico State	Chalco	Proeducación	Juan Rulfo	\$619,192	-	\$619,192	504	100%
Morelos	Yautepec	Obra Social Legaria	Emiliano Zapata	\$1,361,800	\$4,950,036	\$6,311,836	104	100%
Morelos	Jojutla	Happy Hearts México	Narciso Mendoza	\$1,048,000	\$6,452,000	\$7,500,000	151	97%
				\$53,028,992	\$148,695,764	\$201,724,756	9,213	

REBUILDING SCHOOLS AND COMMUNITIES / COMMUNITY CENTERS								
State	Municipality	Lead Organization	Facility	Contribution from Reconstruyendo México initiative	Contribution from other funds	Total	Beneficiaries	Progress to date
Morelos	Yautepec	Obra Social Legaria	Community Center	\$1,800,000	\$5,742,581	\$7,542,581	20,000	30%
Mexico State	Ocuilán	Fundación Comunitaria Malinalco	Community Center	\$465,000	\$935,000	\$1,400,000	100	100%
Mexico City	Coyoacán	Kardias	Intensive Care Unit	\$255,200	-	\$255,200	200	100%
				\$2,520,200	\$6,677,581	\$9,197,781	20,300	

SCHOOL FOLLOW-UP							
State	Lead Organization	Activity	Contribution from Reconstruyendo México initiative	Contribution from other funds	Total	Beneficiaries	Progress to date
Oaxaca, Chiapas, Puebla, Morelos, Mexico State and Mexico City	Enseña por México, Proeducación and Unete	Strengthening academic and socio-economic skills through tutoring and educational assistance for teachers, administrators and students in 20 schools	\$6,239,400	\$5,568,500	\$11,807,900	13,481	In progress

Lead organization	Contribution from Reconstruyendo México initiative
Fideicomiso Fuerza México	\$950,000

95%
funds
allocated

56%
funds
disbursed

Emergency Aid

Fondo de Agua de la CDMX, Un Kilo de Ayuda, Comité de Ayuda a
Desastres y Emergencias Nacionales (CADENA),
Fundación Casa Wabi

Rebuilding Resilience

México Unido Contra la Delincuencia

Transparency

Instituto Mexicano para la Competitividad (IMCO),
Deloitte

Rebuilding

Fundación BBVA Bancomer, Happy Hearts A.C.,
Obra Social Legaria, Proeducación,
Kardias, Fundación Comunitaria Malinalco

Others

Fideicomiso 80755 Fuerza México

Follow-up Educational Strengthening

Enseña por México, Proeducación, Unete

Steering Committee

Mercedes del Valle
Sonia Gaspar
Isadora Hastings
Karla Jiménez
Gabriela Orozco
Federica Ruiz Maza

**Thanks to each and every one of the donors who
participated in this great project!**



Mexichem.

To learn more about the projects and initiatives we support, visit
<https://www.fondodereconstruccion.mx>