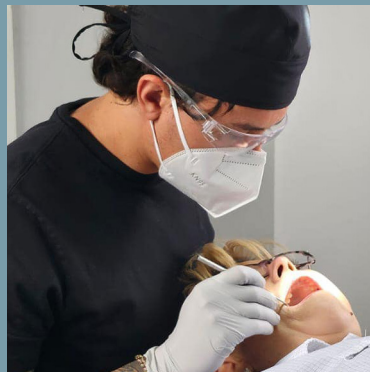
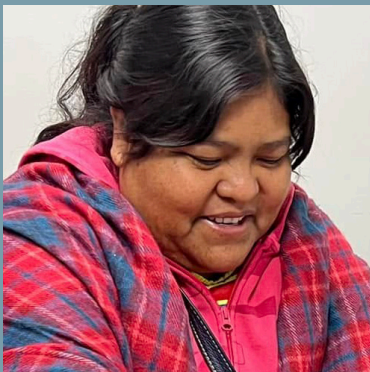
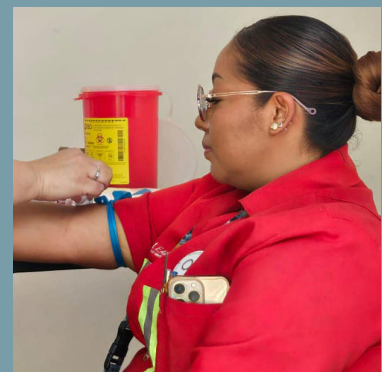




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ACTIVITY REPORT

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US•MEXICO•CANADA
STRATEGIC ALLIANCE

About us

OUR FOUNDATION

It is a **non-profit civil association**, established in 2004 in the United States of America with **FO1C3 status** (authorized donor); it was created in Mexico on August 1, 2012, and in 2015 it also became an **authorized donor before the SAT** (Tax Administration Service).

The population benefiting from the assistance activities carried out by USMC includes:

- **Migrants**
- **People from low-income sectors and regions**
- **Indigenous communities**
- **Vulnerable groups based on age and gender**

USMC also works with vulnerable groups in long-term benefit programs that focus on their inclusion in society, through projects that integrate the participation of social actors linked to the organization.

USMC receives donations from individuals and businesses; since 2016, in collaboration with the El Paso Community Foundation, it has been transparent in the receipt of these international donations for the benefit of the programs developed within USMC.





“If our community is strong, our businesses and our people will flourish.”

USMC Strategic Alliance seeks to promote the well-being of the community in Ciudad Juárez, Chihuahua, through various social projects, with a primary focus on health and prevention. Our organization has been distinguished by its deep commitment to the border population, especially in a region that faces significant challenges due to its geopolitical and socioeconomic context. Through programs aimed at improving access to medical services, health education, and the promotion of preventive habits, USMC Strategic Alliance has become a key player in building a healthier and more resilient community.

Recognizing that the challenges of the border require joint efforts, the association works collaboratively with both local and international strategic partners, which allows it to expand its reach and maximize the impact of its interventions. This network of collaboration not only strengthens

the operational capacity of the organization but also optimizes resources, creates new development opportunities, and fosters a vision of inter-institutional cooperation to address the region's health and well-being issues in a comprehensive and sustainable way.

USMC Strategic Alliance demonstrates a deep concern for the population of Ciudad Juárez and their families, with a special focus on the most vulnerable sectors of the community. The foundation has identified the specific needs of the most marginalized populations, including the female workers in the maquiladora industry, whose long working hours and difficult conditions often limit their access to healthcare services and a healthy living environment. Aware of the challenges these women and their families face, USMC Strategic Alliance implements programs that provide care for their well-being, as well as resources to improve their quality of life.

— US Mexico Canada Strategic Alliance



Additionally, the foundation dedicates efforts to the indigenous communities of the region, who are often even more unprotected, exacerbating their vulnerability. The association develops projects focused on integrating their cultural needs and promoting their physical and emotional well-being. At all times, USMC Strategic Alliance places those who need it most at the center of its priorities, ensuring that help reaches the most forgotten corners of the city, without neglecting the importance of fostering comprehensive development that benefits the entire Juárez community. The organization understands that health is a fundamental pillar for well-being, which is why it works tirelessly to ensure that everyone, especially the most disadvantaged, has access to the care they deserve.

US • MEXICO • CANADA

STRATEGIC ALLIANCE

Our



work

COMMITMENT TO THE COMMUNITY

USMC Strategic Alliance is distinguished by its collaborative approach and strong commitment to the community of Ciudad Juárez. Its way of working is based on close proximity and a deep understanding of local needs, which allows the organization to design projects that truly address the specific issues of the population. The organization maintains an inclusive working model, partnering with the community, identifying their priorities, and ensuring that each intervention is relevant and accessible to those who need it most.

In its work, transparency and accountability are fundamental pillars, which strengthens the community's trust in each of the projects and programs they undertake. Furthermore, USMC Strategic Alliance has a diverse and committed team, composed of professionals with various skills, experiences, and backgrounds. This diversity not only enriches the organization but also allows it to approach problems from multiple perspectives and generate creative and effective solutions. The team, with a strong sense of social responsibility, is dedicated to working tirelessly for the well-being of the people in the border region, promoting a culture of solidarity and commitment in each

project. Through their collective effort, USMC Strategic Alliance seeks to create a lasting impact, promoting equity, inclusion, and access to better opportunities for all.

Strategic partnerships are key for USMC Strategic Alliance, as they enable the organization to expand its reach and maximize the impact of its projects in Ciudad Juárez. By collaborating with governments, other organizations, businesses, and universities, the foundation optimizes resources and gains access to knowledge and networks that improve the effectiveness of its programs. These partnerships strengthen the organization's ability to address the region's social and health challenges and ensure the sustainability of its initiatives in the long term. Additionally, they foster solidarity and shared responsibility among various actors, creating a more inclusive and resilient environment for the community.

Activities



USMC Strategic Alliance carries out various socially impactful activities aimed at promoting the comprehensive development of individuals in Ciudad Juárez. The foundation provides key tools to improve quality of life. These activities not only address immediate needs but also foster values of solidarity, inclusion, and social responsibility. Its focus is on strengthening the autonomy of participants, enabling them to

access new opportunities and improve their long-term living conditions. With each intervention, the organization contributes to building a more resilient and equitable environment, providing individuals with the necessary tools for their personal and professional growth.

The purpose of USMC is to promote human values through the implementation of socially impactful programs, through which a culture of peace is fostered and the continuous development of the individual is influenced.



Prevenir para Vivir, Unidades móviles, Primer contacto

The *Prevent to Live: Mobile Units First Contact* project is an initiative by the US/Mexico/Canada Strategic Alliance (USMC) aimed at promoting a culture of prevention in the workplace of the maquiladora industry, as well as in community outreach days targeting the general population of Ciudad Juárez. This valuable initiative is made possible thanks to the support of key partners such as Fondo Unido Chihuahua, United Way, IMSS (Mexican Institute of Social Security), Instituto Imagen Diagnóstica, Fundación Sé Feliz, and UNICEF.

The project's goal is to promote a healthy lifestyle among industry workers and serve as the first point of contact for the early detection of health conditions before employees need to visit their healthcare centers. In addition to providing comprehensive medical consultations, the program includes preventive services, distribution of educational and personal care materials, such as prescription glasses and dental prophylaxis, as well as conducting various medical tests like lipid profiles, blood glucose tests, complete blood counts, glycosylated hemoglobin, spirometry, audiometry, and dental care talks, among others.

The project has been very well received by both maquiladora companies and their workers, as well as our partners, who have been instrumental in its implementation and success. The support of the Mexican Institute of Social Security (IMSS) has been crucial, as it streamlines care for beneficiaries and provides additional services like mammograms, Pap smears, and glucose tests. On the other hand, Fondo Unido Chihuahua plays a



+18,700 People served
+80,600 services

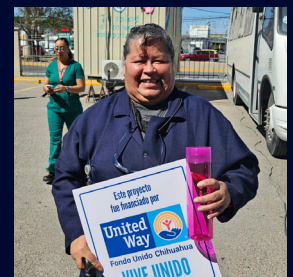
key role by supporting the project's financing, thanks to donations from employees of companies affiliated with the organization. Additionally, UNICEF and Fundación Sé Feliz not only contribute with informational services but also help organize community outreach days, bringing more people into this support network through volunteers from various private sector organizations.

This joint effort has allowed *Prevent to Live* to become a highly impactful initiative, providing preventive care to those who need it most and helping to build a healthier, more united community, better prepared to face health challenges at the border. Without the support of our partners, this project would not be possible, and we are deeply grateful for their trust in our work.

Results summary

(June 1st 2022 – November 30th 2024)

Tipo de servicio	12 meses	12 meses	7 de 7	10 de 10	1 sem	6 de 6	Suma
	Primer Programa	Segundo Programa	Yazaki Juárez	Yazaki foráneas	Guerrero	Tercer programa	5 proyectos
PERSONAS ATENDIDAS	5878	6068	2351	1423	84	2931	18735
Talla/peso/masa corporal	4015	5697	2351	1416	84	2463	16026
Indicadores de Salud Integral	3827	5037	2195	1349	67	1887	14362
Prueba Sarcovid-2	3084	0	0	0	0	0	3084
Consultas de valoración	2720	1899	1129	389	84	880	7101
Profilaxis Dental	1592	2106	816	638	0	998	6150
Perfil Lípidos	1817	1123	1141	460	0	539	5080
Antígeno Prostático	1095	518	323	187	0	298	2421
Glicemia	109	0	0	0	0	0	109
Biométrías hemáticas	101	0	0	0	0	0	101
Hemoglobina glucosilada	50	11	0	0	0	0	61
Consultas Optometría	0	867	442	379	0	0	1688
Lentes Graduados	57	878	438	374	0	0	1747
Cirugía 3eros molares	0	5	0	0	0	0	5
Audiometrías	0	0	658	150	0	132	940
Espiometrías	0	0	237	207	0	78	522
Cepillado dental (plática)	0	0	0	0	84	0	84
Pastilla bucal reveladora	0	0	0	0	84	0	84
Aplicación flúor	0	0	0	0	72	0	72
Entrega kit cuidado dental	0	0	0	0	84	0	84
Talleres alimentación	0	0	0	0	0	263	263
Servicios PrevenIMSS	1300	2679	4885	1362	0	2100	12326
Medición Presión arterial IMSS	82	14	1071	357	68	761	2353
Glucosa IMSS	0	36	1110	395	68	760	2369
Exploración mamaria IMSS	474	93	30	49	0	5	651
Papanicolaous IMSS	749	384	109	95	0	156	1493
Mamografías IMSS	272	128	0	18	0	0	418
Mamografías (Imagen Diagnostica)	170	189	0	0	0	100	459
Consultas Médicas (Se Feliz)	0	0	0	0	0	194	194
Medición Presión arterial (Se Feliz)	0	0	0	0	0	150	150
Vacunas Sector Salud (Se Feliz)	0	0	0	0	0	20	20
Pruebas Hepatitis C (Se Feliz)	0	0	0	0	0	36	36
Pruebas Vih/Sífilis (Se Feliz)	0	0	0	0	0	43	43
Antígeno Prostático (Se Feliz)	0	0	0	0	0	2	2
Estudios Preoperatorios	50	9	0	0	0	61	120
1 Urocultivo, 1 Eco general de orina	2	0	0	0	0	0	2
TOTAL	21566	21673	16935	7825	695	11926	80620



Ver Mejor Vivir Mejor. Brigada de salud 2024



For the fourth consecutive year, US/Mexico/Canada Strategic Alliance carried out the successful project “Ver Mejor Vivir Mejor Brigada de salud 2024,” with the firm purpose of improving the visual health of maquiladora industry workers and their families, as well as other vulnerable groups in the community. This project, which was primarily developed within the *Con Visión* Clinic and through visual health brigades, focused on maquiladora companies and public schools located in vulnerable areas of Ciudad Juárez. The project lasted 12 months, starting on November 18, 2024, and concluding on January 17, 2025, achieving a significant impact on improving the quality of life of the beneficiaries.



The main objective of this program was to offer clinical evaluation processes and surgical intervention for individuals with visual disabilities, with a special emphasis on the working population of the maquiladora industry and their direct and indirect families. The set objectives were ambitious: to conduct 3,000 clinical evaluations, perform 1,200 cataract surgeries, 500 pterygium surgeries, and provide 1,500 prescription glasses. Additionally, the project also included 1,600 ophthalmological consultations, 1,000 preoperative tests, 1,100 consultations with internists, and 1,600 socioeconomic studies. These services were targeted at a population identified not only by its geographic vulnerability but also by its socioeconomic and cultural situation, which allowed support to be extended to more people.

Thanks to the joint work with strategic partners such as the Chihuahua Business Foundation (FECHAC), Fondo Unido Chihuahua, the *Con Visión* Clinic, Grupo COSAT, and other collaborators, the project exceeded expectations. In fact, a total of 1,220 people underwent surgery, surpassing the initial goals, with 1,700 surgeries performed. Of these, 1,200 were cataract surgeries benefiting 833 patients, and 500 were pterygium surgeries benefiting 387 patients. The implementation of visual health brigades in various workplaces and communities allowed a large number of people to be reached, achieving a 100% success rate.

One of the most notable achievements of this project was that it was not limited to maquiladora industry workers but also expanded coverage to other vulnerable groups, taking into account social well-being indicators such as economic and cultural factors. This allowed more people, who might not have had access to quality medical care, to benefit from visual health services. Despite the success of the project, demand remained high at its closure, with a waiting list of 946 people, representing 1,356 eyes, to be attended to in future editions of the program.

This project not only represents a public health effort but also a demonstration of the commitment of the community and the organizations that collaborated to make these objectives a reality. The active participation of companies, civil organizations, and local governments was key to meeting the goals, and thanks to the support of volunteers, doctors, and administrative staff, a joint effort was made that undoubtedly left a positive impact on the lives of the beneficiaries. The “SEE BETTER TO LIVE BETTER” project not only brought about a significant transformation in the visual health of the region but also underscores the power of collaboration and solidarity on our border, making it possible for thousands of people to have a clearer vision for a better future.

Result summary

(November 18th 2024 - January 17th 2025)

	Descripción de la meta	Meta anual	Cobertura Anual	%Avance Anual	Cobertura EXTRA
OE1.	Procesos clínicos de valoración por discapacidad visual	3,000	3419	114.00%	419
1	Consultas Oftalmológicas	1600	2062	128.90%	462
2	Estudios preoperatorios	1000	1000	100.00%	0
3	Consultas con Médico Internista	1100	1102	100.20%	2
4	Estudios socioeconómicos	1600	1604	100.30%	4
OE2.	Operaciones de cataratas	1,200	1200	100.00%	0
OE2.	Operaciones de pterigión	500	500	100.00%	0
OE3.	Lentes graduados	1,500	1500	100.00%	0



Result Summary

(2019 - 2024)

	Proyecto	Objetivo principal	Cirugías Catarata	Cirugías Pterigión
1er proyecto	ID 5406 Ver mejor para vivir mejor: Brigada de Salud 2019	620 cirugías de catarata	625 cirugías catarata	x
2do proyecto	ID 6639 Ver mejor para vivir mejor: Brigada de Salud 2021-2022	1000 cirugías de catarata y 100 cirugías de pterigión	1000 cirugías catarata	101 Cirugías pterigión
3er proyecto	ID 7509 Ver mejor para vivir mejor: Brigada de Salud 2022-2023	1200 cirugías de catarata y 450 cirugías de pterigión	1200 cirugías catarata	450 Cirugías pterigión
4to proyecto	ID 8585 Ver mejor para vivir mejor: Brigada de Salud 2024	1200 cirugías de catarata y 500 cirugías de pterigión	1200 cirugías catarata	500 Cirugías pterigión
TOTALES:			4,025	1,051

Breastfeeding-friendly companies

Breastfeeding-friendly companies: Thanks to the efforts made by IMSS in partnership with UNICEF, Fondo Unido – United Way Chihuahua, and Us/Mexico/Canada Strategic Alliance, more and more companies are committed to promoting health and a culture of prevention through breastfeeding. The exceptional work carried out by IMSS in training companies to promote the use of lactation rooms and the importance of breastfeeding is invaluable.

According to UNICEF, Mexico has one of the lowest breastfeeding rates in the world. It has also been identified that supporting and promoting breastfeeding at work can increase efficiency and productivity while reducing absenteeism, as, among other things, breastfeeding mothers tend to miss work less because their babies are less likely to get sick.

Collaboration between the industry and its employees, especially those who are breastfeeding mothers, is essential for promoting a more inclusive and healthy work environment. By offering appropriate spaces and flexible times for breastfeeding, companies not only support the well-being of mothers and their children but also contribute to productivity and job satisfaction. These measures promote gender equity, reduce absenteeism, and foster a work environment that values the balance between professional and personal life, which in turn strengthens employee commitment and loyalty.





Subsecretaría de desarrollo humano y bien común de la frontera norte

In 2024, we actively collaborated with the Undersecretary's Office of the State of Chihuahua in various areas, and our commitment was reaffirmed with the signing of a collaboration agreement. At US/Mexico/Canada Strategic Alliance, we believe that strategic partnerships are essential to expanding the positive impact of organizations. In this regard, Undersecretary Lic. Sergio Acosta Liceaga has recognized the importance of working closely with the USMC Strategic Alliance Foundation to improve access to essential healthcare services in Ciudad Juárez.

With this commitment, we sought to establish agreements that allowed us to bring high-quality healthcare services to the people of Juárez through initiatives such as Service Fairs, Community Councils, and Community Centers. These platforms motivated us not only to offer ophthalmological exams and tests but also dental care and surgical procedures like cataract surgeries, which are crucial for the health and well-being of the community.

This collaboration reflects a joint effort to ensure that the most vulnerable sectors of the population have access to essential medical services, improving their quality of life and promoting a holistic well-being environment. The alliance between the Undersecretary's Office and the USMC Strategic Alliance Foundation marked an important step toward building a more accessible and equitable healthcare system for all residents of the border region.

Healthy eating training UNICEF

US/Mexico/Canada Strategic Alliance, with the support of Fondo Unido - United Way Chihuahua and UNICEF Mexico, carried out a series of activities focused on promoting healthy eating and prevention among the youth of Ciudad Juárez. We appreciate the collaboration of the Undersecretary of Human Development and Common Well-Being of the Northern Border and the Civil Association *Sé Feliz*, who joined this cause.

The project included a pilot program with 45 students from state secondary school 3004, receiving an excellent response from the adolescents, who actively participated in workshops about healthy habits. As part of the activities, interactive materials such as crossword puzzles and word searches were distributed to more than 1,000 students from state secondary schools 3001 and 3004 to reinforce the concepts learned about the importance of a balanced diet, physical activity, drinking water, and reading food labels.

We also thank the National Polytechnic Institute, Ciudad Juárez campus, for providing a school bus equipped to facilitate interaction with the youth. Special thanks to UNICEF Mexico for training the USMC team on addressing healthy eating topics with young people, which has been key to the success of this initiative.

With the continued support of our allies, we keep promoting a culture of prevention and health in our community, tirelessly working to create a healthier and more prevention-conscious Juárez.





Award DIF- Cd. Juárez for supporting the elderly

USMC Strategic Alliance received a visit from DIF Juárez, represented by Lic. Carlyn James, Coordinator of Attention to Older Adults, who presented a recognition on behalf of the beneficiaries of the *Ver Mejor para Vivir Mejor* program for the years 2022-2023. This program, made possible thanks to the valuable support of FECHAC, has allowed cataract and/or pterygium surgeries to be performed on numerous Juárez residents, significantly improving their quality of life.

Lic. James expressed the deep gratitude of the beneficiaries for the care they received and highlighted the positive impact that such interventions have on older adults, who can now enjoy clearer vision and improve their overall well-being. In 2024, the program continued with the goal of benefiting 1,700 people with visual problems, providing crucial support to those facing visual difficulties that affect their daily lives. This initiative reaffirms the commitment of USMC Strategic Alliance to improve the visual health of the Juárez community and continue working hand in hand with strategic allies to promote the comprehensive well-being of all.

Award DIF –Cd. Juárez for Ver Mejor Vivir Mejor project

US/Mexico/Canada Strategic Alliance received a recognition from Mrs. Rubí Enríquez, President of the System for the Integral Development of the Family of the Municipality of Juárez (DIF), for its outstanding work in the *Ver Mejor para Vivir Mejor* project. This initiative has been made possible through the strategic alliance with FECHAC and has improved the quality of life for thousands of Juárez residents suffering from cataracts or pterygium, through surgeries provided at no cost.

During her visit, the president of DIF Juárez toured the facilities of the ConVision clinic, where she had the opportunity to hear testimonies from several patients, including members of the Senior Citizens' Councils of Ciudad Juárez, who have benefited from this surgery. These procedures have had a significant impact on the lives of the beneficiaries, allowing them to resume their daily activities, such as work and hobbies, that were previously limited due to visibility problems.

This emotional event reaffirms US/Mexico/Canada Strategic Alliance's commitment to the Juárez community, and the organization's team remains dedicated to continuing to work for the well-being of all. We deeply appreciate all attendees for their support and participation.





International Women's Day talk

In commemoration of International Women's Day 2024, our director at US/Mexico/Canada Strategic Alliance, Griselda Kuri, was invited to share her experience and vision as a female leader at an event organized for the female employees of Davol Surgical Innovations at their Plants 1 and 2. The invitation was a recognition of her work and leadership, as well as her ongoing contribution to the Ciudad Juárez community.

During this special event, Gris had the opportunity to offer an inspiring talk, sharing with the women at Davol not only her professional journey but also the anecdotes and challenges she has faced on her path to leadership.

Through her experiences, Gris was able to impart valuable lessons about the importance of perseverance, decision-making, and female empowerment, encouraging participants to recognize their own potential and keep fighting for their goals.

The talk provided an enriching space to reflect on progress made in gender equity, as well as the challenges many women still face in both the workplace and personal life. Gris shared how, over the years, she has learned to overcome obstacles and has become a leadership reference in the border community, encouraging the attendees to never give up and to be agents of change in their own lives and society.

This event not only served as a celebration of the achievements made by women but also as a reminder that the path to gender equality remains a collective effort. We thank Davol Surgical Innovations for providing us with this space to recognize and empower the women who contribute to the growth of our community and the local industry every day.

Healthy Eating Day at Federal Secondary School Number 5

The “Prevenir para Vivir” Program Kicks Off in Secondary Schools, Promoting a Culture of Prevention through Healthy Eating

With the support of Fondo Unido – United Way Chihuahua, UNICEF, the National Polytechnic Institute, and in partnership with US/Mexico/Canada Strategic Alliance and Sé Feliz A.C., we launched the “Prevenir para Vivir” program in secondary schools, promoting a culture of prevention through the encouragement of healthy eating. This event, which took place at Federal Secondary School Number 5, saw active participation from the teaching staff and students, who provided their support and attention during the event.

The goal of this program is to work directly with young people to positively influence their quality of life by educating them on the importance of good eating habits and how these can improve their well-being in the long term. Thanks to the strategic partnerships we have formed, we can continue making a significant impact in the community, promoting a healthier life for future generations.





“Earth Blocks” Machine

With the goal of supporting the most vulnerable communities in Ciudad Juárez, US/Mexico/Canada Strategic Alliance, through its president Cecilia Levine, delivered an Earth Block machine to the Subsecretariat of Human Development and Common Well-being of the Northern Border. This innovative technology is used to produce thermal and lightweight building blocks at low cost, ideal for constructing homes, walls, and other structures. Lic. Sergio Acosta Liceaga, the subsecretary of the department, reaffirmed his commitment to working for the well-being of the neediest families, highlighting the importance of developing a project to optimize the use of this machinery.

The loan of the Earth Block machine, delivered by US/Mexico/Canada Strategic Alliance, will play a crucial role in exploring and developing building materials for the “El Punto” Community Center. It will allow for the research and testing of new sustainable and affordable construction alternatives for this important project. The use of Earth Block blocks will not only contribute to the efficient and cost-effective construction of “El Punto,” but also open up new possibilities for using local materials, improving the quality of community infrastructures, and promoting self-sufficiency. Thanks to this loan, different applications of the blocks can be evaluated in the construction of the center, promoting an innovative and sustainable approach that will benefit the Ciudad Juárez community in the long term.

Workshops “Artífice” mental health

During the four Saturdays of April 2024, the *Artífice* workshop took place at the Tecnológico de Estudios Superiores de Monterrey, Campus Cd. Juárez, an innovative space designed to address the mental health of young people through art. The workshop saw continuous participation from more than 15 students, who engaged in various activities focused on self-awareness, emotional tracking, and the discovery of personal motivations, among other important aspects for emotional well-being. Using creativity as the primary tool, the participants were able to express and channel their emotions, providing them with an outlet to cope with stress or anxiety.

What made *Artífice* even more special was its participatory approach: the students selected to be part of the workshop were previously trained to identify signs of anxiety and other emotional problems in their peers, transforming the project into a *peer-to-peer* initiative. Additionally, it was the students themselves who were responsible for promoting the workshop to make it appealing and relatable to other young people of the same age. This approach allowed the sharing of emotions and experiences to be more organic and accessible, creating a space where trust and mutual support prevailed. Instead of an external intervention, *Artífice* became a peer support platform, making participants feel more comfortable and willing to open up about their emotional experiences, while strengthening connection and empathy within the group.





Toy giveaway “Ya quisieras cáncer” movement

The little ambassadors of hope, who were in charge of encouraging participation in the #YaQuisieraSerCancer race, the largest charity race in the state of Chihuahua, once again demonstrated their strength and generosity by delivering over 100 toys to the Subsecretariat of Human Development and Common Good of the Northern Border, with the aim of bringing smiles to the most needy children on this Children’s Day. These brave survivors and children undergoing treatment, such as Santiago, Leonardo, Zoé, Ian, Emita, David, and the two Emilianos, give us a daily lesson in life, inspiring us with their message of love, struggle, and hope. Through their courage and example, they provide us with the energy needed to continue working for the people of Juárez and support those who need it the most. This heartfelt donation was made possible thanks to the support of the A.C. Sé Feliz, Grupo Cosat, Convision, Imagen Diagnóstica, US/Mexico/Canada Strategic Alliance, La Michoacana, and Abelardo Mares, who joined forces to bring joy and hope to the children facing adversity. The little ambassadors of hope not only show us what it means to be resilient, but also teach us the power of solidarity and love in difficult times.

Volunteer fair “Banco de alimentos Cd. Juárez”

The space designated for the Volunteer Fair, an initiative by the Ciudad Juárez Food Bank, was filled with magic, fun, and unparalleled camaraderie, turning into a true celebration with all the heart for the organization's volunteers. In this event, US/Mexico/Canada Strategic Alliance actively participated with its prevention project *Prevenir para Vivir*, offering information on healthy habits and the importance of preventive health. Thanks to the collaboration of all the participants, attendees were able to enjoy a full day with cultural spaces, job opportunities, health services, typical snacks, live shows, and much more. This event was not only a reflection of the solidarity and commitment of the community, but also a reminder of what we can achieve when we work together for the common good. We deeply appreciate the support of everyone involved, who made this fair a success.





Call for projects “Fondo Unido Chihuahua”

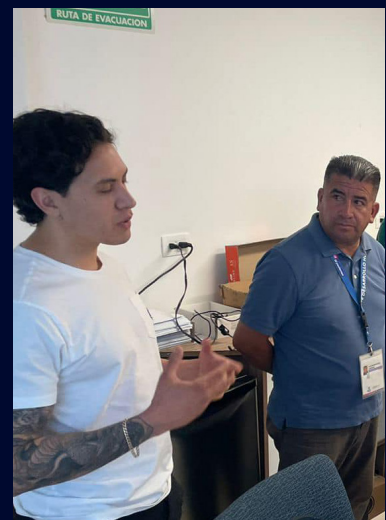
We had the honor of participating in the symbolic delivery of support for the “2024 Project Call” from Fondo Unido – United Way Chihuahua, a significant event that highlights the community’s commitment to social welfare and the development of projects that create a positive impact. As an association, we feel deeply grateful and excited for the support received, as it will enable us to continue one of our most important projects: **Prevenir para Vivir: Mobile Units for First Contact**. This project, which brings preventive health services directly to the most vulnerable communities, is an ongoing effort to improve access to medical services and raise awareness about the importance of preventing diseases before they become serious health issues.

This support not only strengthens our operational capacities but also motivates us to continue working harder for the welfare of all Chihuahuans. Through the **Prevenir para Vivir** initiative, we are committed to bringing healthcare services to those who need them most, ensuring that prevention is an accessible tool for everyone.

We would like to deeply thank the corporate partners and members of Fondo Unido – United Way Chihuahua for their trust in our work and for supporting us in our mission to improve the health and quality of life of the population. This support is a testament to the power of collaboration between different sectors of society to achieve common goals. We are ready to continue this path with more energy and determination, knowing that together we can make a significant difference in the health of our community!

Site visit visual health project “Ver Mejor Vivir Mejor”

US/Mexico/Canada Strategic Alliance received a visit from the team of the Subsecretary of Human Development and Common Wellbeing, led by Lic. Sergio Acosta Liceaga, and represented at this meeting by Ing. Luis Ernesto Lozano Arana, Head of the Department of Cohesion and Citizen Participation; Lic. José Alfonso Bustos Venegas, Coordinator of Community Centers for the State Government; and Lic. Tania Ivette Dueñas Arreola, Coordinator of the Community Intervention Program. During this meeting, new collaboration commitments were established to support vulnerable communities on issues of prevention and health care. They also expressed their gratitude for the positive impact of the *See Better to Live Better* project, which, thanks to FECHAC's support, has enabled the surgical intervention of people with visual problems, performing cataract and pterygium surgeries. These alliances continue to strengthen, and from our foundation, we reaffirm our commitment to continue working together for the wellbeing of those who need it most.





Youth summer camp “Juntos en Acción”

The *Prevenir para Vivir* team from US/Mexico/Canada Strategic Alliance actively participated in the “Youth Gathering: Together in Action,” an event organized by the Subsecretary of Human Development and Common Welfare of the State Government. During this gathering, dental cleanings and comprehensive health care services were offered, while sports, cultural, and health activities were carried out with the aim of motivating young people to strengthen their skills and promote social infrastructure that encourages inclusion and civic participation.

The event involved students from various programs at the Autonomous University of Chihuahua (UACH) and was supported by Sé Feliz, A.C., which delivered nutrition talks under the title “More Peels, Less Packaging.” This was all done through Community Facilitators, ensuring a comprehensive approach that covered several aspects of youth well-being.

This important effort was made possible thanks to the collaboration with Fondo Unido – United Way Chihuahua, allowing the *Prevenir para Vivir: First Contact Mobile Units* project to continue working toward making Ciudad Juárez a healthier community.

Donation of absorbent mats

Thanks to the generous collaboration of our allies, US/Mexico/Canada Strategic Alliance, in partnership with Fondo Unido - United Way Chihuahua (FUCH), made a significant in-kind donation today to support various community projects that, under FUCH's leadership, are being implemented to benefit our community. This donation consisted of three thousand absorbent mats, donated by the company Manufacturas y Servicios Internacionales (MFI International), which will be highly useful in several initiatives aimed at improving the living conditions of the most vulnerable people in Ciudad Juárez.

This contribution reflects the shared commitment between the business sector and social organizations to create a positive and direct impact on the communities that need it the most. Thanks to efforts like this, we can continue making progress in fulfilling our objectives of social welfare and human development. We deeply appreciate the collaboration of MFI International, as well as the ongoing support of Fondo Unido, which enables us to keep working together to improve the quality of life for the people of Juárez.





Electrolux donation to support the Tarahumara community

US/Mexico/Canada Strategic Alliance, thanks to a donation received from the company Electrolux, carried out a series of activities benefiting the Tarahumara community in Ciudad Juárez. First, we delivered a computer to Mrs. Rosalinda Guadalajara, an exemplary woman from the Rarámuri community, who is currently pursuing a university degree and works tirelessly for the well-being of her people. This technological tool will be a great support for both her studies and the projects of her community.

Additionally, as part of the *Prevenir para Vivir: Unidades Móviles Primer Contacto* project, we had the opportunity to provide more than 170 health services to over 150 members of the Rarámuri community. The services offered included dental prophylaxis, delivery of prescription glasses, glucose and blood pressure checks, as well as STD testing. We also gave out gifts and jackets to the children of the community to bring them warmth and joy during this holiday season.

This event was made possible thanks to the collaboration of our valuable allies: Electrolux, United Way Chihuahua, Sé Feliz A.C., Fundación Gazpro A.C., the Subsecretariat of Human Development and Common Well-Being of the Northern Border, MFI International, and ConVision. We deeply appreciate their support, as without them, this meaningful event would not have been possible. We are convinced that by continuing to work together, we can generate a greater positive impact in our region.

“Ya quisieras cáncer” race

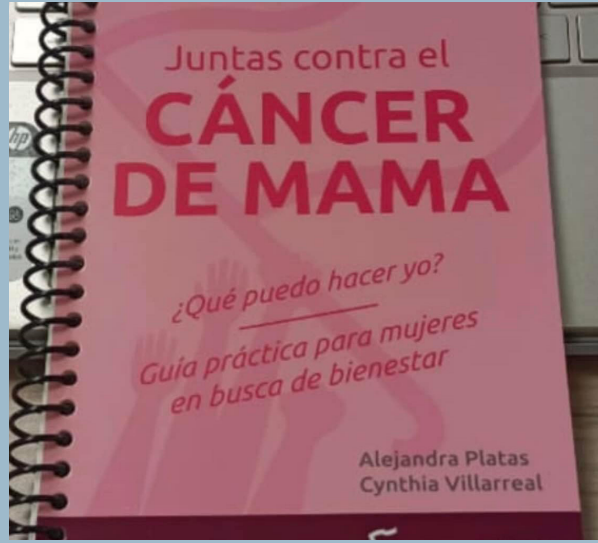
As every year, US/Mexico/Canada Strategic Alliance reaffirmed its commitment to the community and the fight against cancer by once again supporting the *#YaQuisieraSerCancer* initiative, the largest charity race in northern Mexico. In its 2024 edition, this event brought together more than 4,000 runners, who joined with great enthusiasm to support the cause and raise awareness about cancer-related diseases. The day was not only a space for sports and solidarity but also for community unity, with the active participation of over 1,500 spectators who cheered and supported the participants.

The event was supported by 160 volunteers and a team of 26 staff members, who worked tirelessly to ensure the logistics and execution of the event were a success. In addition, 62 sponsoring companies joined this noble cause, contributing resources and support for the race, while 12 artistic groups, totaling 210 people, energized the atmosphere with cultural and musical performances that encouraged attendees throughout the event.

One of the highlights of the day was the participation of 41 booths, with the collaboration of 179 people who provided valuable information on cancer prevention and early detection, as well as medical services and products that contributed to the well-being of the community. The funds raised during this edition of the race were dedicated to a cause of great impact: the performance of over 600 laboratory tests focused on breast cancer detection, which will allow many women in the region to access essential exams for their health and well-being.

Thanks to the combined efforts of all participants, sponsors, volunteers, and collaborators, the *#YaQuisieraSerCancer* 2024 was a resounding success, not only in terms of attendance and participation but also for the direct impact it will have on the lives of many people. US/Mexico/Canada Strategic Alliance is proud to be part of this event, which is so important to the community, and is committed to continuing to work to promote health, prevention, and well-being for all Juárez residents. Together, we continue to make a difference!





Support for breast cancer, MILC

Through our prevention project **Prevenir para Vivir**, in collaboration with several entities, Yazaki, and the MILC foundation (Doctors Investigating the Fight Against Cancer), we were able to reach out to female employees in the manufacturing industry in Ciudad Juárez regarding breast cancer. This project, which has had a significant impact, not only focuses on medical care and prevention but also on raising awareness and providing support about breast cancer within the maquiladora industry. Specifically, it is aimed at female workers in the manufacturing sector, who, due to the demands of their jobs and lack of access to medical services, often do not have the resources or information needed to undergo preventive screenings. The initiative not only offers essential medical exams but also promotes education about the importance of early detection and prevention, empowering women to take care of their health and make informed decisions.

As part of the initiative, we would like to thank Dr. Isabel Anchondo from Yazaki and Dr. Marina Solano from Commscope for their valuable collaboration in transporting women over 40 years old to the Imagen Diagnóstica facilities, where they were able to undergo mammogram screenings as part of the breast cancer prevention efforts. This effort complements the noble cause of the #PinkRunners from the **Ya Quisiera Ser Cancer** race, who have made it possible for women workers in the industry to access these crucial health screenings, contributing to early diagnosis and the prevention of this disease.

Thanks to the collaboration of everyone involved, we are making these preventive actions a reality for many female workers in the maquiladora industry, contributing to the creation of a healthier and more aware Ciudad Juárez.

Conferences on breast cancer prevention

Dr. Cynthia Villarreal Garza, a distinguished specialist in medical oncology and breast cancer expert, actively participated in the *Pink October* activities in Ciudad Juárez, focused on the prevention and awareness of breast cancer. Dr. Villarreal, who is the director of the Institute of Medical Oncology at the Zambrano Hellion TecSalud Hospital and a professor at the Tecnológico de Monterrey, leads projects on assistance, research, and education aimed at improving outcomes and the quality of life for breast cancer patients in both Mexico and Latin America.

In this context, an enriching awareness talk was also held on the subject, delivered by psychologist Alejandra Platas on Saturday, October 19th, at the Federico de la Vega Auditorium at ITESM in Ciudad Juárez. The event, which was free and open to the community, was highly successful in terms of participation and made a significant contribution to the dissemination of crucial information about the importance of early detection.

Thanks to the collaboration of strategic allies such as United Way Chihuahua, *Sé Feliz A.C.*, IMSS, and the Export Manufacturing Industry, the *Prevenir para Vivir* project continues to progress, not only in medical care but also in raising awareness about breast cancer-related issues within the maquiladora sector. The impact of this effort has been significant, enabling hundreds of workers to access healthcare services they would otherwise not have easy access to. This joint effort, driven by local partnerships, continues to make a difference in the lives of many people in the region.





Renewal of collaboration agreement with IMSS

The *Prevenir para Vivir: Unidades Móviles Primer Contacto* project by US/Mexico/Canada Strategic Alliance, supported by United Way Chihuahua, signed the renewal of its Collaboration Agreement with the Mexican Institute of Social Security (IMSS). This strategic partnership aims to provide maquiladora workers and their families with timely diagnostic services and quality medical care, promoting their overall well-being and contributing to the improvement of health in the community at large.

The signing of the agreement took place at the Lear company facilities, where distinguished representatives from the public and private sectors gathered. Among the attendees were Dr. Jorge Gaviño Ambriz, General Secretary of IMSS; Ing. Oscar Domínguez, President of Lear Mexico and Latin America Operations; Dr. José Antonio Zamudio González, head of the IMSS Decentralized Administrative Operating Agency; as well as Mrs. Cecilia Ochoa Levine, President of USMC, and Mtra. Erika Ramírez Heredia, Director of United Way Chihuahua. Also present were Dr. Héctor Robles Preiro, Head of the IMSS Social Services Unit, Mtra. Fabiana Maribel Zepeda Arias, Head of the IMSS Nursing Coordination, and Lic. Juan Acereto Cervera, representing Municipal President Lic. Cruz Pérez Cuéllar.

During the event, Dr. Gaviño Ambriz emphasized the importance of this project as a model of successful collaboration, expressing his commitment to expanding the implementation of *Prevenir para Vivir: Unidades Móviles Primer Contacto* nationwide in order to benefit more Mexicans. This initiative is consolidating as a national benchmark in preventive health, demonstrating that joint work between industry, government institutions, and civil organizations can generate a real and positive impact on people's health.

OSC XIX Fechac, Award Outstanding A.C.

We are deeply happy and grateful to have been part of the ****FECHAC XIX Civil Society Organizations Meeting****. This event, which brought together civil society organizations from across the region, became an invaluable experience for us, as it not only gave us the opportunity to learn from experts in the field of social development, but also reaffirmed our conviction and commitment to continue advancing our mission of building strategic alliances for the well-being of the Ciudad Juárez community.

The ****Encuentro OSC XIX**** not only allowed us to share experiences and best practices but also explore new ways of collaboration with other organizations, institutions, and businesses aiming to improve the quality of life for the residents of our border. It was an enriching space where key topics such as inclusion, health, education, and sustainable development were discussed—topics that are essential to achieving the positive change we want to see in our city. Furthermore, the recognition awarded to ****US/Mexico/Canada Strategic Alliance**** as an ****Outstanding Civil Association in Ciudad Juárez**** fills us with pride and reflects the constant effort that the entire team has invested in working for our community.

This recognition not only honors us but also motivates us to keep moving forward with even more strength. We know the path is not always easy, but we feel more convinced than ever that the alliances we forge with other organizations, like FECHAC, and the support of our strategic allies are key to continuing to make a real difference in the lives of those who need it most. We sincerely thank ****FECHAC**** and everyone who has been part of this meeting. We will continue working with the same enthusiasm, commitment, and passion for Ciudad Juárez.





Nutcracker runway event – Border Heritage Magazine, El Paso TX

As every year, *Border Heritage* magazine held its traditional fashion show during the holiday season, an event that has become a true tradition in the border community of Juárez and El Paso. This parade, which not only highlights the latest in fashion but also transforms into a vibrant and energetic breakfast bazaar, aims to support social causes. The most significant aspect of this celebration is that each year, a percentage of the funds raised is donated to various projects and organizations that positively impact our region. In this 2024 edition, **US/Mexico/Canada Strategic Alliance** was the fortunate beneficiary, which fills us with deep gratitude and commitment.

This event is not only an excellent platform for promoting altruistic causes but also becomes a space to support local businesses. Entrepreneurs from the region, both small and large, have the opportunity to showcase their products and services, allowing them to gain visibility and foster commerce within our community. The event took place at the prestigious **The Elmont Event Center** in **El Paso, Texas**, a venue that provided the perfect atmosphere for a morning full of laughter, fashion, raffles, and moments of genuine fun. During the event, attendees were able to enjoy a haute couture fashion show, learn more about local entrepreneurs, and, of course, collaborate with an important cause for the well-being of our border region.

We sincerely thank *Border Heritage* for including us in this special edition and for their ongoing support of initiatives that promote the development and well-being of the Juárez and El Paso community. This event, more than just a fashion show, is a celebration of solidarity, entrepreneurship, and working together for the benefit of all. Thank you for giving us the opportunity to be part of this unique and meaningful event!

Visit by Zoe Robledo IMSS, Tour of the Early Childhood Center

Commscope, a company that has become a national benchmark in the implementation of IMSS participative daycare centers, hosted a visit from the General Director of the Mexican Institute of Social Security (IMSS), Zoé Alejandro Robledo Aburto. He was accompanied by Dr. Mauricio Hernández Ávila, Director of Economic and Social Benefits at IMSS, and Dr. José Antonio Zamudio González, head of the IMSS administrative operations in Chihuahua. The tour of the Loon Daycare, located in the Bermúdez Industrial Park and operated by Commscope Bermúdez, was led by Ing. Gustavo González Navarro, the company's executive. During the visit, they discussed the multiple advantages of having daycare services within industrial parks, highlighting the positive impact for working mothers and fathers, who benefit from having a safe and accessible space for their children's care, making it easier for them to integrate into the workforce and contributing to family well-being.

At US/Mexico/Canada Strategic Alliance, we work hard for the comprehensive well-being of working mothers, especially in the manufacturing industry, where we know they face additional challenges. This is why, through programs like "Breastfeeding-Friendly Company," we seek to provide the tools and spaces needed for mothers to continue breastfeeding their children while promoting a workplace environment that supports their health and that of their children. We believe that initiatives like the Loon Daycare are crucial for ensuring that mothers can continue their careers while taking care of their families. We are also deeply inspired by this model of collaboration and work to replicate similar efforts in our own initiatives. In this regard, El Punto, our community center in Juárez, will integrate services and spaces that favor inclusion, development, and family well-being.

At US/Mexico/Canada Strategic Alliance, we are committed to promoting policies and practices that prioritize comprehensive human development, especially in the health and well-being of mothers and their children. We are grateful for the opportunity to be part of this significant meeting and contribute to strengthening partnerships that directly impact the well-being of our community, always striving to replicate and adapt best practices to improve the quality of life for all Juárez residents.





“Mujeres Visionarias” Event

US/Mexico/Canada Strategic Alliance was present at the Visionary Women Panel, an event that celebrated and recognized extraordinary women from our border region. On this occasion, we extend our heartfelt congratulations to Mrs. Luz María Sotelo, an indefatigable woman who has worked exemplary for the rights and well-being of women in this border area. Her dedication and continuous effort have positively impacted numerous families and communities, and it is an honor to have her leadership in our region.

This event, held in Ciudad Juárez, was a breakfast filled with achievements and inspiring testimonies, where the work of women who, through their leadership, have left a significant mark on society was recognized. Visionary Women 2024 was a solemn event that celebrated successful women, distinguished for their courage, effort, and vision, contributing to the building of a more just and equal community.

One of the most special moments of this event was the presentation of awards to distinguished women, and we are deeply honored that our President, Mrs. Cecilia Levine, was one of the recipients of the “Visionary Women 2024” award. This honor was awarded in recognition of her outstanding career, her commitment to community service, and her constant efforts to improve the lives of the people of Juárez. Cecilia’s impact, not only in our organization but also in the community at large, has been a source of inspiration for many other women who follow her example of struggle, service, and dedication.

The event also included a panel where the stories of successful women who have broken barriers, faced challenges, and paved the way in various fields were presented. The occasion served as a reminder of the power women have to transform their environment and contribute to the growth and development of the border region.

We thank Mujeres Visionarias Juárez for carrying out such a meaningful event and for continuing to empower the women of our region to keep dreaming and achieving their goals. Congratulations to all the awardees and the organizers of this great event!

Frente Norte: “Juárez Skills”

Us/Mexico/Canada Strategic Alliance (USMC) proudly congratulates the first generation of Juárez Skills+, a program that marks a milestone in the training of young people with high-demand technical skills in the region. 60 students from CECyT 14, 20, and 9 campuses in Ciudad Juárez successfully completed their certification in the Juárez Skills+: Electronic Component SMT and TH Soldering program, a key field within the technology sector.

This achievement is the result of a valuable collaboration between Microsoft, Labor Competitiveness, Conredes, Universidad Tecnológica de Cd. Juárez, Nets Mx, Frente Norte, and Us/Mexico/Canada Strategic Alliance, who have worked tirelessly together to provide the youth of Ciudad Juárez with the necessary tools to excel in a competitive and highly specialized labor market. The training in electronic component soldering is just one example of how, through technical education, USMC is committed to fostering the region's talent and preparing students to face the challenges of a globalized industry.

In Ciudad Juárez, a world leader in the computing, electronics, and automotive industries, the joint efforts of these private, educational, and social sector actors reinforce the importance of investing in youth training. The region continues to establish itself as a key driver of innovation and competitiveness, and programs like Juárez Skills+ are essential to ensuring that the youth of our border are prepared to contribute to this growth, playing an essential role in the industry of the future.

We will continue working with our partners to strengthen education and technical skill development and to ensure a brighter future for our youth.





Christmas toy donation DIF Ciudad Juárez

The team at Us/Mexico/Canada Strategic Alliance, in collaboration with the Ciudad Juárez Binational Affairs office, carried out the delivery of an important toy donation to DIF Juárez. This meaningful act aimed to bring hope and spread smiles to the children of the region during this holiday season. The event was attended by prominent figures, including Mrs. Rubí Enríquez, President of DIF Municipal; Mrs. Cecilia Levine, President of USMC; Juan Acereto, representative of the Municipal President in the U.S., as well as generous donors from El Paso, TX, such as Tanny Berg.

This event not only represented a display of solidarity but also reaffirmed the commitment to work together for the well-being of the families in our community. Thanks to the contributions of all those involved, we are confident that these toys will reach many children, who will be able to enjoy a holiday season full of joy and hope. We are grateful to everyone who made this donation possible, and we reiterate our commitment to continue working for the welfare of those in need, especially during such special times.

This event has become an annual tradition that marks the holiday season in our region, growing each year thanks to the support of the private and community sectors. Since its inception, we have been able to gather donations from companies and generous donors from the New Mexico and Texas regions in the United States, as well as from Juárez, Mexico. This network of solidarity has allowed more hands to join in each year to make the toy delivery to the most vulnerable children a reality, who, with a simple smile, receive a token of hope and affection. The most valuable aspect of this event is the collaboration of everyone, which has strengthened the ties between our communities and proves once again that, by working together, we can make a significant difference in the lives of Juárez families. Thank you to everyone for making it possible year after year!

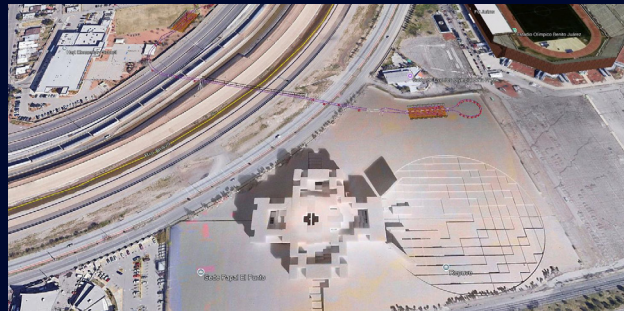
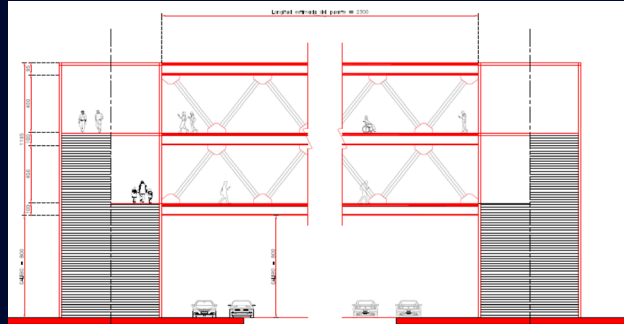
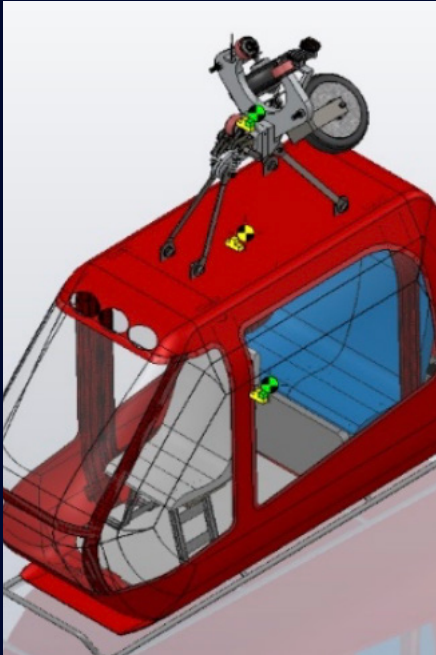
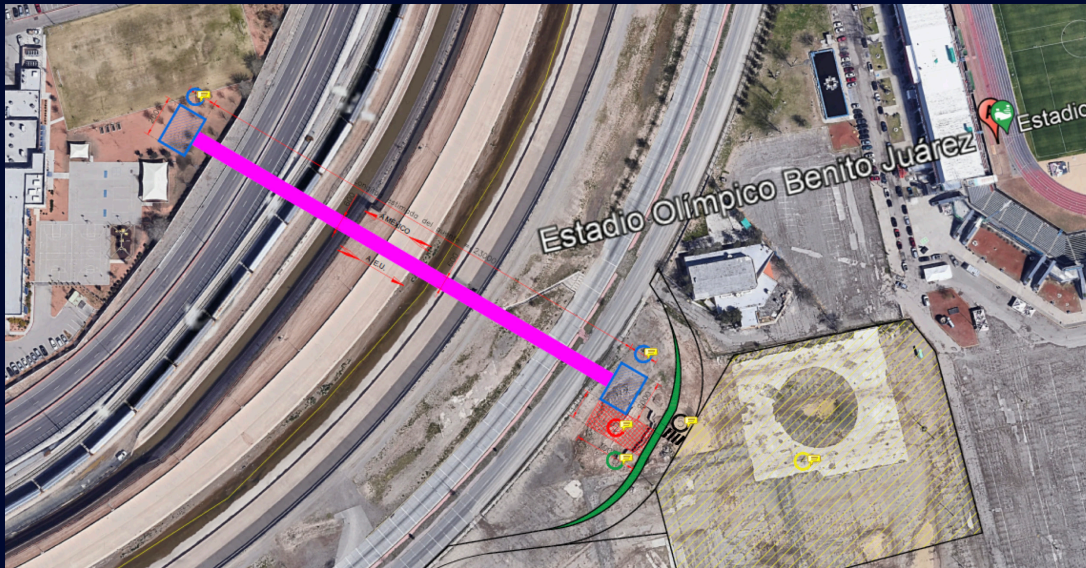
Meetings “Dignity and Friendship Bridge”

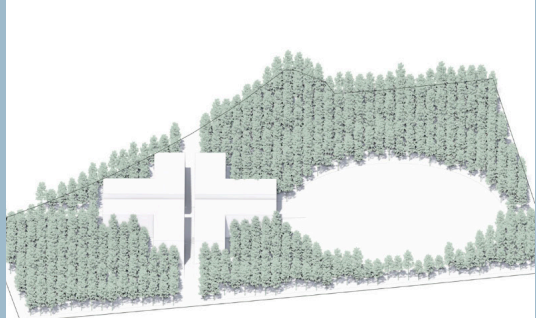
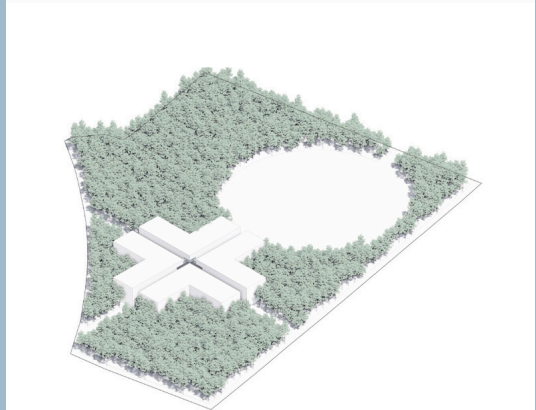
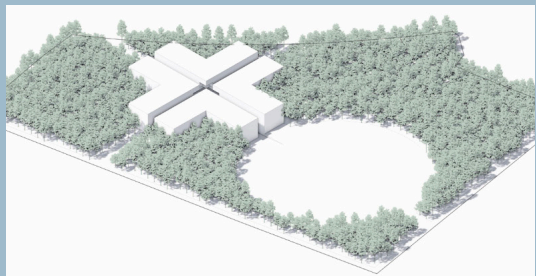
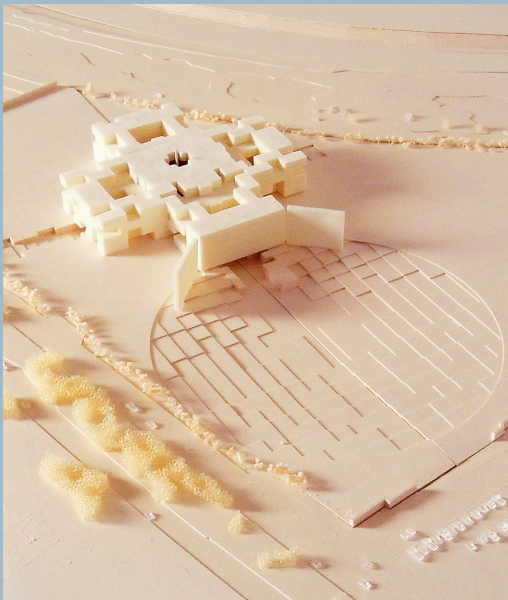
The Dignity and Friendship Bridge project proposes the creation of a new border crossing between Ciudad Juárez and El Paso, Texas, aimed at dignifying the pedestrian crossing that daily travelers use between the two cities. Currently, there are no adequate facilities for pedestrian crossings in our border region, making a joint effort necessary to create a space that guarantees safety, comfort, and efficiency for those who cross daily. This project, supported by various organizations such as TX Dot El Paso, RMA El Paso, MPO El Paso, IMIP Cd. Juárez, Broaddus and Associates, and US/Mexico/Canada Strategic Alliance, among others, is a clear example of binational collaboration.

One of the key figures in the project's conceptualization is Dr. Arturo de las Fuentes, an expert in managing permits and processes for establishing international crossings. During the ideation phase, different innovative alternatives have been evaluated, one of which includes the creation of an elevated crossing, similar to a cable car, using advanced TUEP (Transporte Urbano Elevado Personalizado) technology, a company that has developed urban electric transport solutions with more efficient and uninterrupted flow.

This new crossing would not only contribute to improving the flow of people, but it would also have a positive impact on the community. A fundamental aspect of this project is its potential connection with the El Punto Community Center, a project of US/Mexico/Canada Strategic Alliance. The idea of starting from this space is strategic, as it would facilitate access for international visitors, promote participation in community activities, and strengthen the concept of El Punto as a meeting place and binational reference. This international crossing in this space would further highlight the importance of creating an inclusive and cooperative community at the cross-border level.

Although the project is still in its conceptual phase and will be a long process, we are proud to be part of this effort, which has the potential to transform the dynamics of the border, benefiting both local residents and international visitors.





El Punto

“El Punto” is a world-class community center currently under construction in Ciudad Juárez, driven by the initiative of US/Mexico/Canada Strategic Alliance with the support of the private sector. This ambitious project is being designed by the renowned Swiss architects Pierre Herzog and Jacques De Meuron, famous for their innovative and sensitive approach to architecture. With iconic projects like the Beijing National Stadium and the Pérez Art Museum in Miami, these architects have demonstrated a unique ability to integrate contemporary architecture with the social and cultural context of the places they work in. Thus, “El Punto” is envisioned as a space that will not only be functional but will also reflect the identity and spirit of Ciudad Juárez, positioning the city as an international reference for urban and social development.

By 2024, the project has made significant progress, with the definition of the social programs it will host. These include collaborations with the Mexican Institute of Social Security (IMSS), the Esperanza Azteca Ciudad Juárez Children’s Orchestra program, and various initiatives in partnership with UNICEF on breastfeeding and nutrition. Additionally, efforts are being consolidated for health prevention and working alongside the Government of the State of Chihuahua to use local and sustainable materials in construction. Moreover, the “Dignity and Friendship Bridge” program, which aims to create a more dignified border crossing between Ciudad Juárez and El Paso, is part of the initiatives integrated into this space. Furthermore, work has been done on various options for launching the space, including in the areas of construction, conceptual design, and land maintenance.

The center will also collaborate with the Ciudad Juárez Food Bank in developing permaculture programs, aiming to promote sustainable agricultural practices and contribute to the community’s self-sufficiency. Similarly, “El Punto” has a comprehensive approach that includes reforestation efforts for the Chamizal Park, a historically significant site, thanks to the presidential decree issued by former President Andrés Manuel López Obrador. The project has the support of key private partners such as Lique México, Herzog and De Meuron, CROCSA Constructora, and Broaddus and Associates, who are working together to develop a binational action plan.

Another fundamental aspect of the project is its spiritual dimension, aiming to create an inclusive and welcoming space for all people, regardless of religion, nationality, or immigration status. “El Punto” will be more than just a community center; it will be a true meeting point, a symbol of hope and development, serving all the inhabitants of Ciudad Juárez and the border region, driving a more prosperous and inclusive future for the community.

Esperanza Azteca Orchestra

The Esperanza Azteca Youth Orchestra is a project that US/Mexico/Canada Strategic Alliance has proudly supported since its inception over 12 years ago, witnessing its growth and the positive impact it has had on the youth and children of our border region. Over the years, we have worked hand-in-hand with the orchestra to strengthen its music programs, provide support for organizational restructuring, and secure resources that allow students and teachers to continue their training optimally. In 2024, our collaboration continued to be essential in promoting its concerts, raising the necessary funds for its activities, and organizing events to increase community involvement. We have also made in-kind donations to both the young musicians and the teachers who share their knowledge with passion.

What motivates us the most is seeing how this project, which has touched so many lives, continues to move forward, offering children and young people from the border opportunities they might not otherwise have. Thanks to this joint effort, the Esperanza Azteca Youth Orchestra has not only trained musicians but has also created a community united by music, art, and culture. This year, we are excited to announce that the orchestra will be one of the first initiatives to settle in the new “El Punto” Cultural Center, a space designed to be a cultural landmark in Ciudad Juárez. This center will provide orchestra members with a dignified and suitable place to practice and perform, which will greatly contribute to the artistic and cultural development of the city.

With this project, we aim to provide an environment where young people can continue to perfect their musical talent while developing skills that go beyond music, such as discipline, teamwork, and perseverance. Additionally, supporting the Esperanza Azteca Youth Orchestra is part of our commitment to strengthening culture in the region, encouraging active participation from families and communities. Working together with this orchestra is not only a testament to the transformative power of music but also another step toward building a stronger, more inclusive community committed to the social and cultural well-being of all its members.





Mi Gran Esperanza

US/Mexico/Canada Strategic Alliance is deeply honored to collaborate with the Mi Gran Esperanza Association, an organization that for 29 years has been supporting children and young people with cancer from low-income backgrounds in Guadalajara, Mexico. Through donations raised in the United States, we have been able to support this noble cause, which is dedicated to providing comprehensive care for patients and their families. Mi Gran Esperanza has become a fundamental pillar for those battling cancer, offering not only coverage for medical treatments, prosthetics, and surgeries but also emotional support, which is essential in the fight against the disease.

In addition to medical treatments, the association organizes gatherings and fundraising events that allow patients and their families to feel the support and solidarity of the community. These events also serve to strengthen the sense of unity among families, who often face significant emotional and financial challenges. The work of Mi Gran Esperanza is not only limited to covering medical costs but also seeks to make the difficult moments patients go through more bearable, providing hope and dignity at every step of the process.

Thanks to the generosity of donors in the United States and the ongoing support of organizations like USMC, Mi Gran Esperanza has been able to continue its mission of supporting children and young people with cancer, offering comprehensive care and creating spaces where families can share and find comfort. We are pleased to know that our efforts contribute to alleviating the burden of many families, allowing them to continue fighting with hope and love despite adversity. Our collaboration with this association is a testament to the power of binational solidarity, and we are committed to continuing to support its vital work so that more children and young people can receive the care and support they deserve.



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