

We all are



2016 Annual Report





👉 *Children are the
world's most valuable
resource and its best
hope for the future.* 👉

John F. Kennedy



2016 Annual Report "Guardianes"
Afectividad y Sexualidad, A. C.

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Printed and Made in Mexico

We all are



2016 Annual Report



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Rosario Alfaro
CEO

I write this letter with mixed feelings. On one side, I am proud and satisfied to present **Guardianes** results obtained in 2016, as we were able to reach 10,605 children, 2,900 parents and 690 school directors and teachers.

We are very grateful to all those who joined us and became **Guardianes** this year, opened to learn and listen carefully to those who have ventured to protect boys and girls. We thank those who have been courageous to meet their needs, especially those who have been able to cope with fragility and human vulnerability, and once touched by this situation, were able to discover that not only resilience grows, but also the strength that being a Guardian means.

I especially acknowledge the **Government**, which through **INDESOL**, allowed us to reach, for the third consecutive year, to communities such as Ixtlahuaca, in need and eager to learn and develop skills to strengthen the lives of their children, as well as **Venustiano Carranza municipality**, allowing us to work in the borough of **Tepito**, benefiting mainly children.

I am deeply grateful to those **companies and foundations** that have helped us with their donations, without them we could not move forward with our mission. We are aware of the commitment we have acquired with them as donors, to fulfill their expectations, and we truly are putting all our effort and competence to achieve and exceed them.

However, on the other hand, with deep sadness and pain we are aware that Mexico is still considered by the OECD among the countries where child abuse and sexual abuse prevails; we are the world's number one producer in child pornography and deep cultural roots impede to talk openly to children on sexuality.

Therefore, 2017 is a year full of challenges and opportunities, which I believe our board, the team and I are ready to overcome. Moreover, not because we have the absolute truth or a magic wand to prevent violence and sexual abuse, but because we understand human fragility and we have been able to challenge our own wounds, fears and situations that have made us feel that we are in the deepest hole. By discovering our fragility, we are able to recognize our resilience and see that through education and training we cannot only recover our strength but discover that we have wings and we can learn to fly.

Let us continue to work together to provide children life skills that will help them discover their wings, let us teach them how to fly.

Introduction

Founded in 2001, our mission is to enable the development of skills for life in order to help people develop in a comprehensive integral way their ability to establish sound interpersonal relationships.

Guardianes is comprised by a group of clinical psychologists, educators, pedagogues and family sciences specialists, who works together with different stakeholders in the educational and cultural sector to prevent child mistreatment and abuse.

We involve the whole society in the prevention of violence and sexual abuse against children, as we are convinced that they endanger the integral health of girls and boys and their future.

What do we do?

We focus on preventing violence and child abuse.

How do we do it?

We inform and provide prevention tools - psychological, emotional and cognitive- to children, parents, caregivers and teachers.

Our work experience throughout the years and with a team of specialists, we have created our own Educational Model based on a framework, which takes into account the development of girls and boys, according to the different contexts in which they live, as well as the actors with whom they interact.

asexoría^{MR}

Háblales de sexualidad, nosotros te ayudamos

Formerly known as “Asexoría”, now “Guardianes”

In 2016 we decided to make the most important change our association had made. For almost 15 years our name was “Asexoría”, a name we liked because it puts in the center of our message a word that we find so difficult to pronounce... Sex.

For us, sexuality is the instinct that make us live and allows us to learn to flow in life, to connect with ourselves and with others; it helps us develop creativity and create life, but when we discover sexuality through abuse and violence it becomes a cause of sadness, despair, pain, it damages our capacity to flow, to connect and to create. Maybe that is why it is so difficult to talk about sexuality, flow with the subject, connect with the needs of others and create spaces where we can strengthen girls and boys sexuality.

To talk about sex and sexuality means recognizing our own wounds, fears and our secrets, what we keep in silence, because they embarrass us and cause us guilt.

We liked “Asexoría”, but we were aware that we had missed a previous step; strengthen ourselves before inviting more people to help us in this task, because definitely we could not do it alone, we needed all those willing to join our cause, adults or children that want to stop violence, speak out to demand fair treatment and be brave to live with dignity

So after a long process of deep transformation and analysis, we discovered that we needed to change, we needed to be **Guardians**.

Not only did we change our name, we did a renewal in the depths of our being, perhaps outward we only changed the logo and the brand, but it was something more powerful; we renewed ourselves, we discovered that being a **Guardian** is a daily task, which means discovering our strengths without denying our weaknesses, implying awareness, empathy, tolerance, strength, and therefore, we decided to improve our educational model, to renew everything we had been doing so far, to capitalize on our 15 years’ experience and transform into **Guardians**.

It has been a whole process, fortunately an amazing and transformative process.

I like our new logo because it reflects perfectly what we do: provide children with life skills, giving them wings, hoping they will never suffer violence or abuse; wings to enable them to move on if it sadly happens.

So why **Guardianes**? Because we are all guardians, every parent, each teacher, every boy and girl who have the ability to prevent, detect, expose and stop child violence and sexual abuse.



The **six-pointed star** represents a child, whom we seek to protect through this social program; it represents light, the one we safeguard every day through our activities.



The design of **"Guardians"** that **resembles a smile**, is complemented by **angel wings** representing protection.

An important element of our identity are the colors. Globally, orange represents the fight against child abuse.

Violence and child sexual abuse: A serious social problem



In the World



According to the World Health Organization, in 2014



25% of adults suffered physical abuse during their childhood.



One out of every five women and one out of 13 men, were sexually abused before reaching adulthood.



According to the United Nations International Children's Emergency Fund (UNICEF), in 2014:



Every 5 minutes a child dies because of violence.

6 of 10 children between 2 and 14 years old suffer violence.



1,000 million of kids

In countries with under armed conflict, vulnerability in children to suffer sexual abuse rises at least.



According to the OECD, Mexico is:



First place in physical violence and murder in children under 14 years old.

After UNICEF health and violence report, in Mexico:

The highest number of intentional deaths to children between 1 and 14 years old occurs, caused by their parents.



According to Mexican authorities 2015



Mexico was ranked 1st country in child pornography production and the 2nd in the consumption



Child abuse has increased from 2013 to 2014 (Complaints received by authorities) DIF.

In Mexico



Every hour, two or more children suffer sexual abuse.

The 62%



of boys and girls have suffered violence at some moment in their life.

The first cause of death and handicap in children population is violence and abuse.



4.5 million



of boys and girls are victims of sexual abuse.

Between 2010 y 2015

40.3%

of the victims of sexual violence attended were between 0 and 15 years.



A SOCIAL PROBLEM

Child abuse:



Causes stress and is associated to early brain development disorders



Extreme stress cases



Alterations in the development of the nervous and immune systems

Adults that have suffered child abuse have higher risk to have behavioral, physical and mental disorders such as:



Acts of violence



Depression



Tobacco dependency



Obesity



High risk sexual behavior



Unwanted pregnancy



Alcohol and drug abuse

Child abuse contributes to heart this is a serious problem, cancer,STD and suicide



To governments is a serious health problem: Besides social consequences, the cost of social and health services increase.

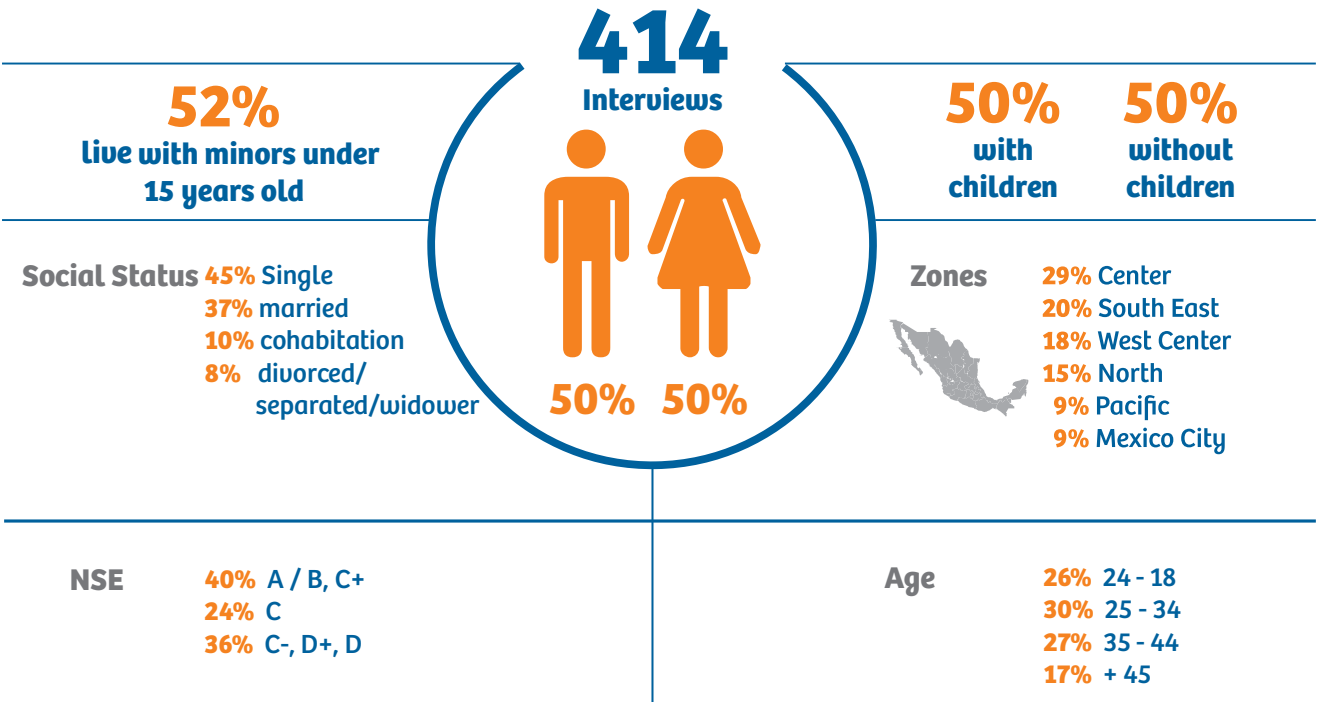
Research results obtained on Mexicans' perception on child sexual abuse.

Study conducted by : Net quest and Lexia.



During the *First National Day against Children Sexual Abuse Forum in Mexico*, Lexia and Net quest donated a survey to Guardianes about the perception in this subject with the following results:

General information



Survey

For you, ¿What is child sexual abuse?

87%
Rape

Rape is the kind of sexual abuse most mentioned by the interviewed

Other responses

- 79%** to touch the children genitalia
- 76%** To make them touch an adult genitalia
- 68%** To watch pornography with a child
- 65%** To masturbate in front of a child
- 52%** To get naked in front of a child

Do you know cases of child sexual abuse?

50%
I have only listened or watched on the news

The majority indicates, not knowing any close case of child sexual abuse.

Other responses

- 31%** a third person talked to me about it
- 23%** I don't know
- 9%** yes, in my family
- 6%** yes I was abused

When you listen or watch the news about the subject,

73%

You think how to take care of their children or those closely related to them

Other responses:

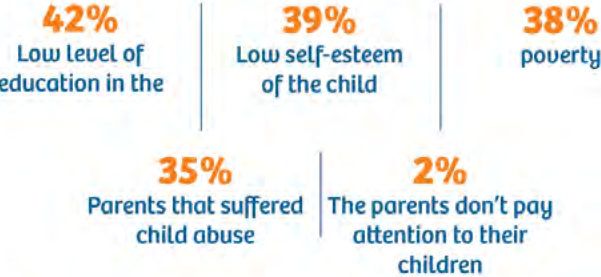


Which of the following aspects do you consider are risk factors when speaking to children about child sexual abuse?

74%

Said caregivers are a risk as they are not the parents

Other responses:



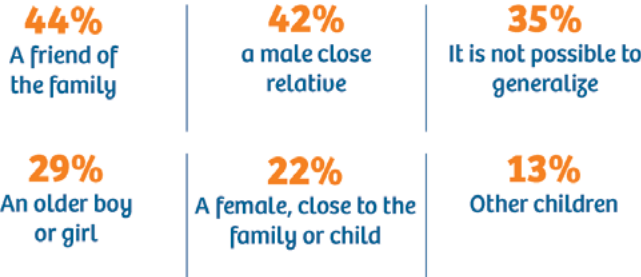
From the following groups, where do you think child sexual abusers can be found?

49%

A stranger

Is perceived as the main attacker

Other responses:



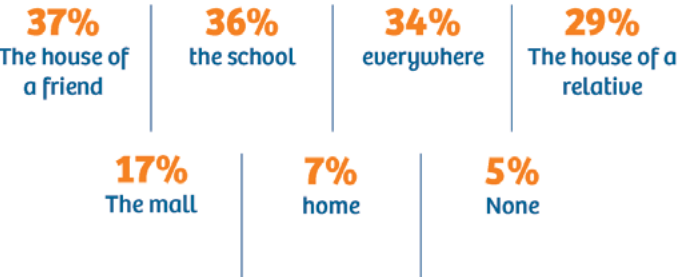
Which one of the following places do you consider are of higher risk or where children are more exposed?

40%

The street

Is considered the place with higher risk for children to suffer sexual abuse

Other responses:



From the following options, Which one do you consider to be efficient to prevent child sexual abuse?

90%

Consider to talk about the subject with children

It is considered the most effective form of prevention

Other responses:



At what age do you consider you should talk with children about child abuse?

10%

before 3 years old

The best age to talk about the subject is between 3 and 6 years old

Other responses:



Which of the following do you use to correct a child's behavior because you consider it effective?

83%

To talk with them:

To talk with them: Is perceived as the most efficient option

Other responses:



According to the study, the majority has the wrong perception of what it is, how it happened and whit whom happen children sexual abuse.

November 2016

For the first time in Mexico, we commemorated the “National Day against Child Sexual Abuse”. (Orange month)

In the year 2000, the Women’s World Summit Foundation (WWSF), declared November 19th as “World Day of Prevention of Child Sexual Abuse”, with the support of 150 NGOs from 59 countries.

During 2016, Mexico commemorated the “National Day against Child Sexual Abuse”, as an initiative of the Congress of the Union and published by the Federal Executive in the Official Gazette.

Guardianes implemented several campaigns throughout November to raise awareness on the issue and invited people to become “Guardians”, and what such implies, i.e.:



To be informed and committed with the well-being of boys and girls.



To be prepared to prevent and identify a situation of child abuse or maltreatment.



Provide information resources and tools to prevent child abuse and maltreatment to children, parents, caregivers and teachers.

We visited educational institutions, museums, schools and communities’ centers.

National Day against Child Sexual Abuse Forum in Mexico



Museum Memory and Tolerance / Noviembre 2016



Museum Memory and Tolerance / Noviembre 2016

November 2016 Orange Month In Guardians



Santa Fe Mall



Filipón at The Memory and Tolerance Museum



Filipón in the Book Fair for Children and Youngsters



Activation in Museum Memory and Tolerance



Filipón in public schools, Mexico City and State of Mexico



Santa Fe Mall



Activations with Filipón at Six Flags, Mexico City



Filipón in the Book Fair for Children and Youngsters



Mamá al cubo/blog/ November 2016



Meganoticias TVC / November 2016



Filipón in the Book Fair for Children and Youngsters



Activation in Museum Memory and Tolerance



Radio Fórmula / November 2016



Noticia en unas líneas con Karla Iberia / November 2016



Filipón at the Papalote Children's Museum, Mexico City



Filipón at the Papalote Children's Museum, Mexico City



Radio Red / November 2016



Ciudad TV 212 / November 2016

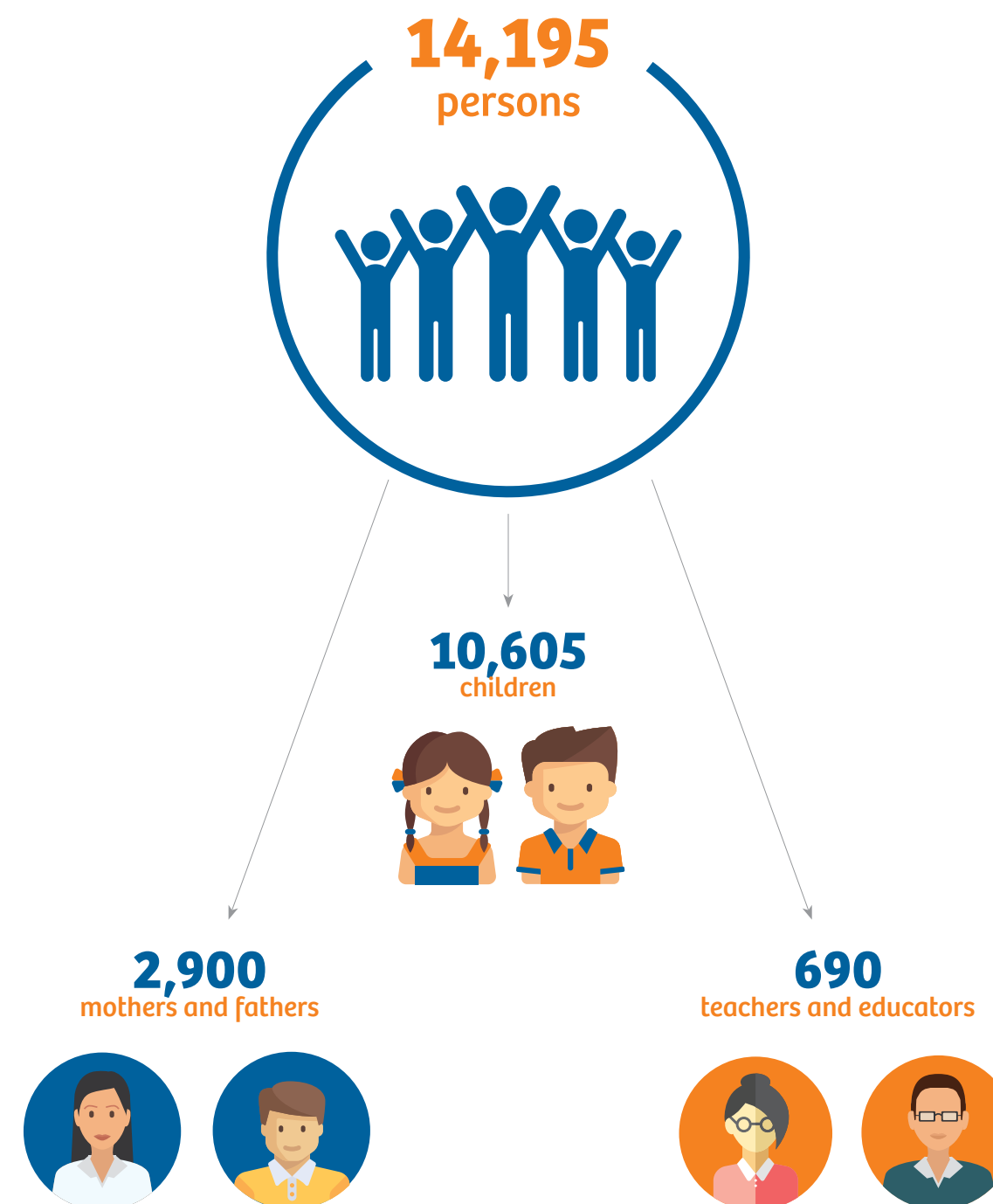
Let's all say together:

"I am valuable"

"I deserve to be well treated!"

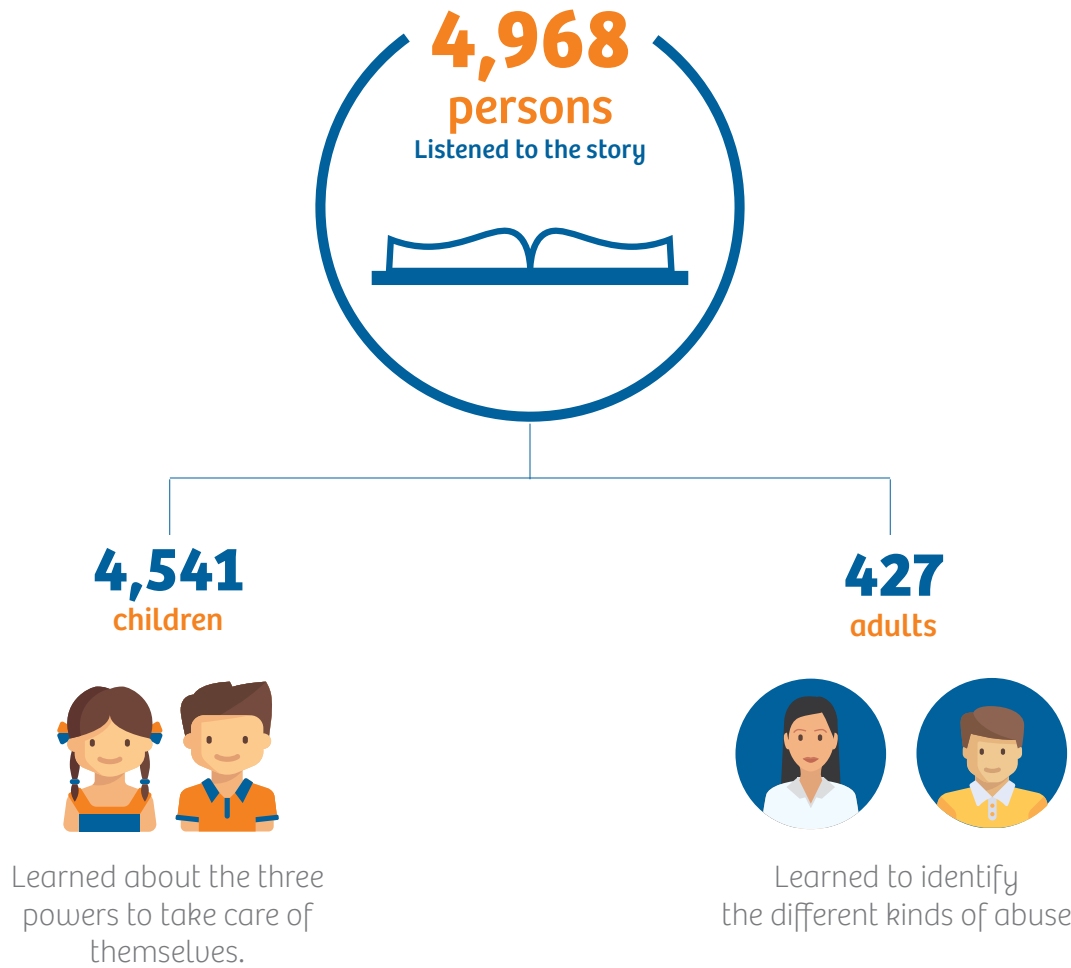
Our work benefits.

In 2016 we benefited a total of:



Filipon's T-Shirt

A story that teaches us how to love and take care of ourselves



We visited:

59
Spaces
(Schools, museums,
public spaces)



We have the support of:

12
Storytellers
as volunteers

2
Males



10
Female



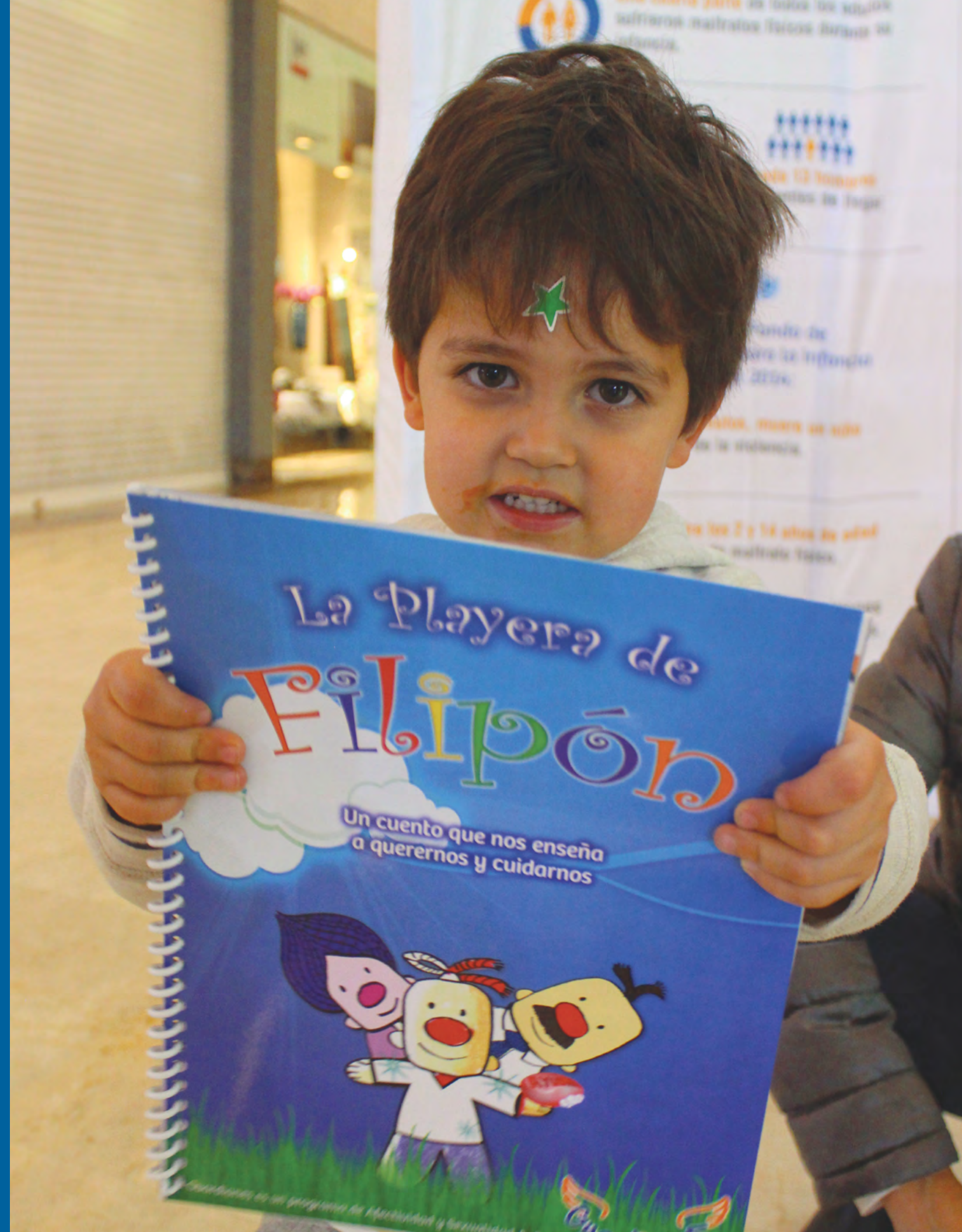
-... Children do not have to be abused.
And at least, I promise you that Lumin will never be near you, I will ensure that he will never hurt you again.

I Will protect you



Thanks to all our allies and donors.

With their commitment and support, we were able to reach out to more children who now have life skills and prevention tools.





Guardians in action

- With the support of **Fundación Gentera** we were able to present our psychoeducational care model to the Casa Hogar Ayuda y Solidaridad with Niñas de la Calle, I.A.P.
- Thanks to the trust **PROED** has placed in us, we were able to reach more than 1,780 children, teachers and parents.
- Through **Indesol's Social Coinvestment program**, we reached a total of 1,881 beneficiaries from 11 schools in the municipality of Ixtlahuaca of Rayón in the State of Mexico.
- **The Memory and Tolerance Museum** has opened a space for reflection on parenting, comprehensive sexuality and sexual abuse prevention with 634 parents, teachers, students and caretakers.

We have been able to work with children in situations of vulnerability within the **Transitional Stay of the PGJ.**



We worked with 87 children and teenagers during the **Children and Youth Parliament in Mexico City.**



We held the *Buenos Tratos Buenos Padres* workshop with 30 workers from **Banco INVEX S.A.**



With the support of **Grupo KUO S.A.B de C.V.**, we were able to reach out to three schools in the communities of Agua Bendita, La Loma and El Toril de Magahua.





→ We implemented the “*Crianza y Buen Trato*” talk with 150 **Coca Cola** workers.



→ The socially responsible companies **PROMINOX**, **GIM** and **PEASA** supported us to reach the state of San Luis Potosí, benefiting the children of the city, as well as the indigenous rural communities of Huasteca Potosina.



→ **Servicios Caritativos SUD** helped us to print the story “*The T-shirt of Filipón*”, which allowed more children to learn and identify the three powers to take care of themselves.



→ Our **Individual Donors** reaffirmed their commitment as Guardians with their monthly contribution, with which we can reach more children.

Our alliances with **Fundación Espinosa Rugarcía IAP** and with the **Banamex Social Development Program, Home Runs** allowed us to visit the Province of Quebec Elementary School benefiting the whole school community.



Thanks to our **“Storytelling Volunteers”**, for their passion, their time and their delivery taking the three powers to take care, schools, recreation centers, museums, etc.



And our **“Runners with cause”** for their commitment and enthusiasm, whose goal is raising awareness on the social problem of child abuse and maltreatment.




We say it very clearly:

- Child mistreatment and sexual abuse have serious long-term consequences.
- Beyond stress and the biological and psychological damage it can cause, sexual abuse is also associated with disorders of early brain development.
- Different studies have shown that adults who were abused in their childhood have a higher risk of suffering behavioral problems.
- In addition to the social consequences, child mistreatment and sexual abuse have an economic impact because they elevate costs for hospitalization, treatment for mental health reasons, and social services for children, and in general long-term health costs.

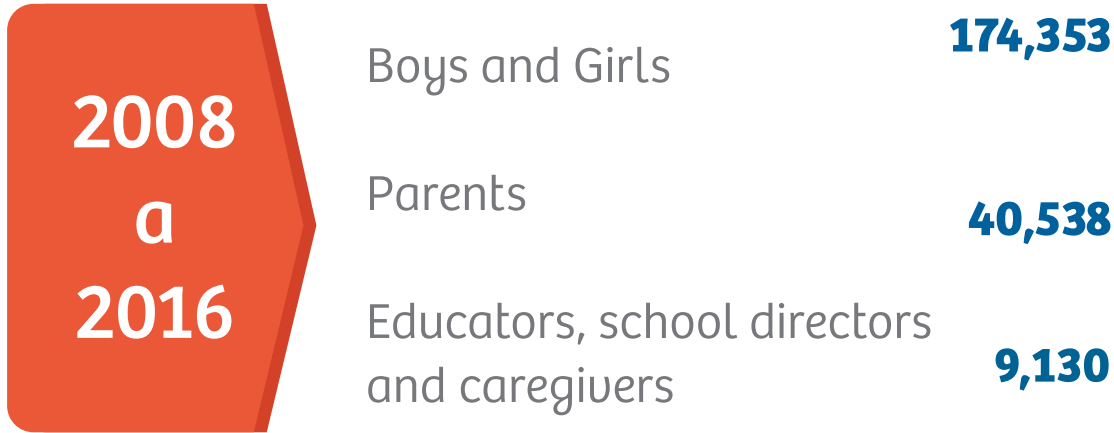
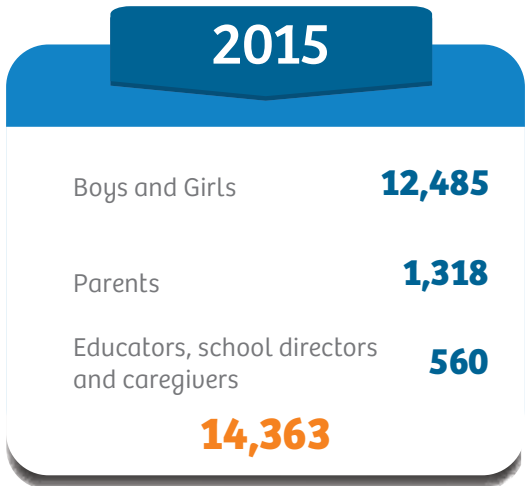
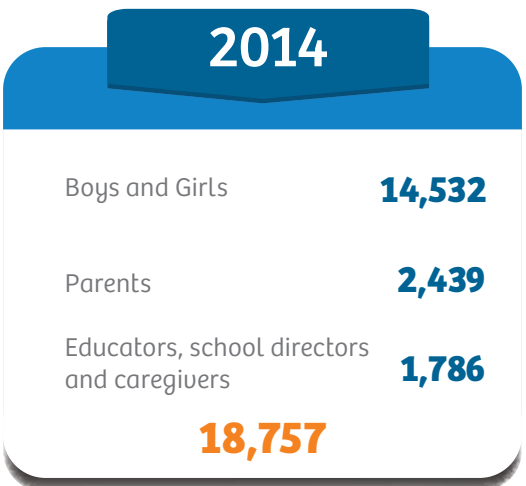
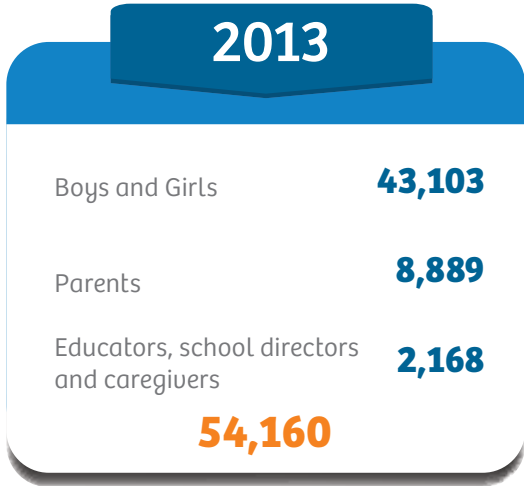
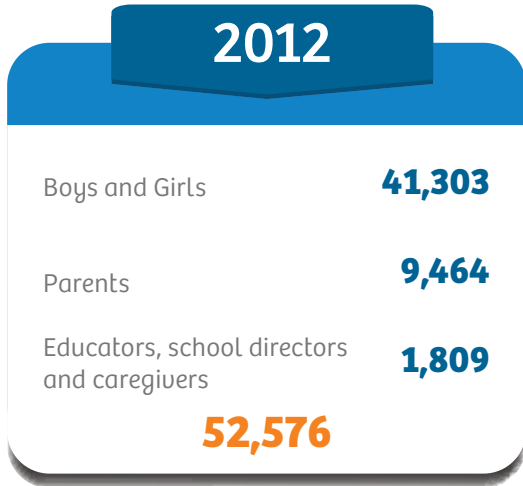
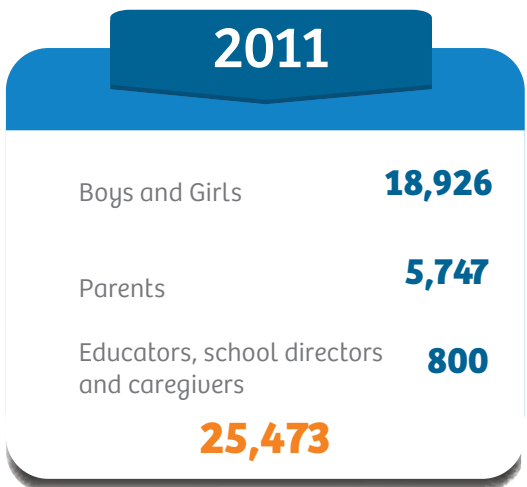
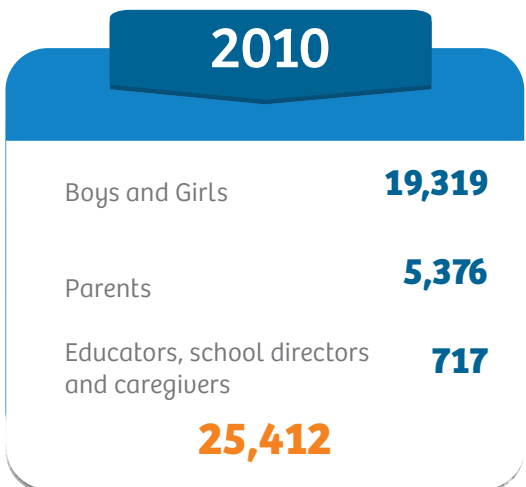
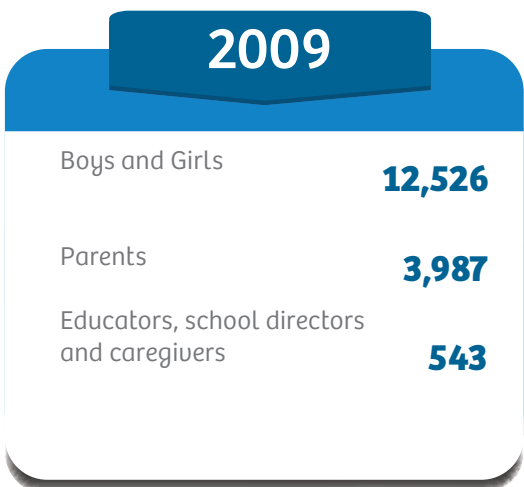
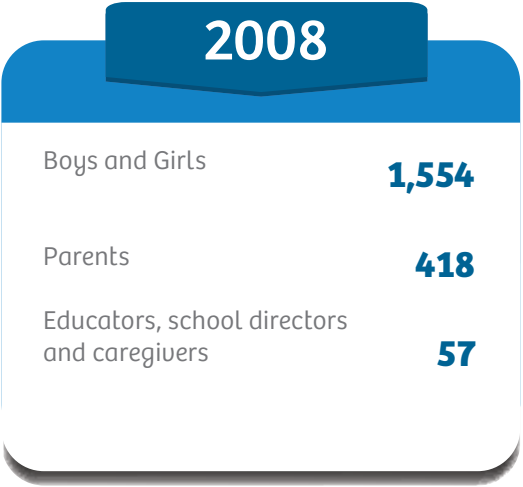
And, in general, long-term health costs.



 **We are sure that our daily work contributes to reducing the rates of mistreatment and sexual abuse, and has also allowed us to timely detect some cases, thus preventing them from being perpetuated.** 



Our Statistics



TOTAL
224,021
beneficiarios
2008 - 2016

Presence of Guardians In the media and social networks.

We appreciate the space in various media
Who helped us spread our work.



Guardianes in the Media

January

IMER “Rostros de la Trata” Radio Interview

February

- Mas por Mas “Defeño Ejemplar” Journal Section
- Program “Moms and Kinds” Radio Online
- “Criando Creando” Blog Mention

March

- IMER “Mujer en familia” Radio Interview

April

- Interview “Diarios en Tacones” Radio Online
- Radio Educación
- TV Educativa
- Radio Centro. Julieta Lujambio, Talina Fernández, Giuseppe Amaro, Maurilio Suárez. Radio Interview
- Efekto TV with Yuliana Escobedo
- LA capital/ 2 notes on April 20th and 27th

May

- TV Mexiquense “Va en serio”
- Animal Político with Manuel Ureste
- La crónica Marco Camillo (2 notes)

June

- TV Mexiquense “De buenas TV”

July

- ABC Radio with Miguel Ángel López
- Radio RED with Blanca Loblee
- Radio Centro with Paty Garga
- Reforma Vida
- La Capital
- Blog “Soy Mujer”
- Revista Factor RH
- Blog “Rostros de la Trata”
- Blog “Anidando en Casa”
- FORO TV Irlanda Maya-Radio Centro with Talina Fernández

August

- Radio Centro With Giuseppe Amaro

September

- “Moms and Kids” Online broadcast
- “Querétaro hoy” Online broadcast
- CIUDAD TV Asamblea Legislativa

October

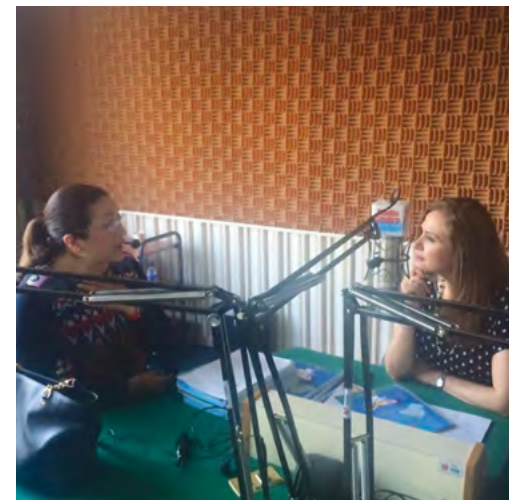
- TV Azteca with Nancy Escalante

November

- Diálogos en confianza
- Once noticias
- Radio Fórmula “De mamá a mamá” with Gina Ibarra
- Magazine “La Capital”
- Foro TV “Agenda Pública” with Mario Campos
- ABC RADIO “Noticiero 1ª emisión” with Miguel Ángel López
- Fórmula Fin de Semana with Jaime Nuñez
- Portal 24/7Noticias with Norma Angélica Pérez
- Enfoque Noticias 2ª emisión with Adriana Perez Cañedo
- Reporte 98.5 fm with Yuriria Sierra
- MEGANOTICIAS / PCTV with Paco Ramírez
- EL UNIVERSAL (Foro Museo)
- REFORMA (Foro Museo)
- MegaNoticias (PCTV FORO) Note
- Imagen Informativa with Memo Ochoa
- Radio Fórmula with Raquel Flores
- Reporte 98.5/ 3a emisión with Atalo Mata
- Fórmula Fin de semana with Juan Francisco Rocha
- W Radio “Así las cosas”
- ABC Radio /2a emisión “Así es la noticia”
- UNO TV Mention
- Ciudad TV “El ombligo de la luna”
- CNN en español “Perspectivas”

December

- ABC Radio with Miguel Ángel López
- TV “De mamá a mamá”, with Gina Ibarra



12 Martes
5 de febrero de 2016
Máximas



CUIDAR DE LOS NIÑOS ES TAREA DE TODOS

CON CUENTOS, PLÁTICAS, TALLERES Y CURSOS, ASEXORIA AYUDA A PREVENIR EL ABUSO SEXUAL INFANTIL EN MÉXICO

POR KARINA ESPINOZA

Aprendiendo en familia compartió la publicación de Asexoria.

27 de abril a las 9:49 ·



We inform trough social media



January 2016

17,815

Fans

December 2016

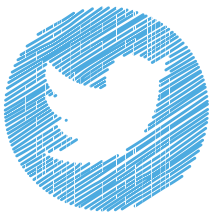
22,834

Fans

5,019

New Fans

(an average of 418 per month) +28%



January 2016

18,555

Followers

December 2016

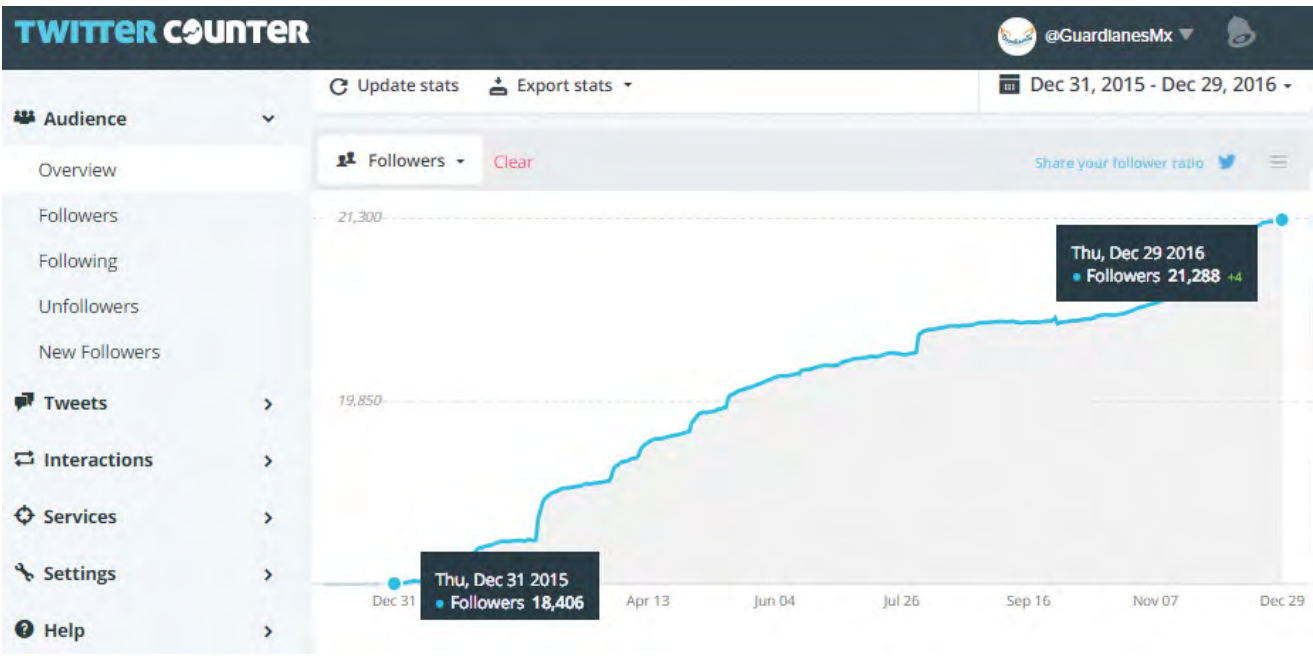
21,288

Followers

2,882

New Followers

(an average of 240 per month) +15%

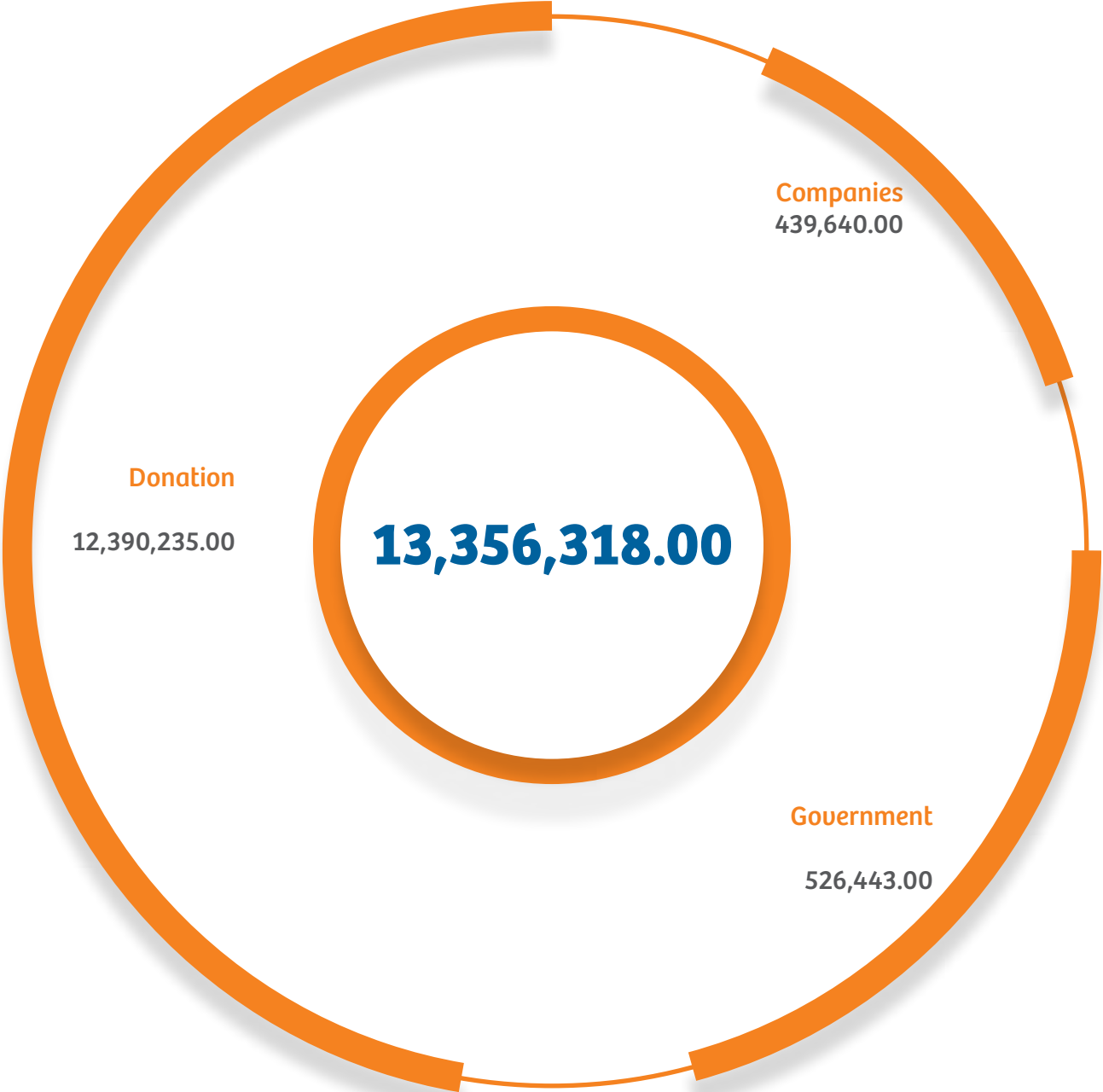


Expenses

Expenses	
Administration	541,500.00
General	14,248,455.00
Financial	8,766.00
Total expenditures	14,798,721.00



Income



Auditors Opinion Financial Statements

As of December 31, 2016 and 2015.



MARTOS, RAMIREZ Y CIA., S.C.
CONTADORES PUBLICOS Y CONSULTORES

**Informe de los Auditores Independientes a
los Señores Asociados de Afectividad y Sexualidad, A. C.**

Opinión

Hemos auditado los estados financieros adjuntos de Afectividad y Sexualidad, A.C. los cuales comprenden los balances generales al 31 de diciembre de 2016 y 2015, y los estados de actividades y de flujos de efectivo, correspondientes a los años que terminaron en esas fechas, así como un resumen de las políticas contables significativas y otra información explicativa.

En nuestra opinión, los estados financieros adjuntos presentan razonablemente, en todos los aspectos importantes, la situación financiera de Afectividad y Sexualidad, A.C. al 31 de diciembre de 2016 y 2015, así los estados de actividades y de flujos de efectivo correspondientes a los años que terminaron en dichas fechas, de conformidad con las Normas de Información Financiera Mexicanas.

Fundamento de la opinión

Hemos llevado a cabo nuestras auditorías de conformidad con las Normas Internacionales de Auditoría. Nuestras responsabilidades de acuerdo con dichas normas se describen en la sección Responsabilidades de los auditores independientes en relación con la auditoría de los estados financieros de nuestro informe.

Somos independientes de la Asociación de conformidad con los requerimientos de ética aplicables a nuestra auditoría de los estados financieros en México y hemos cumplido con las demás responsabilidades de ética de conformidad con estos requerimientos.

Consideramos que la evidencia de auditoría que hemos obtenido proporciona una base suficiente y adecuada para nuestra opinión.

Responsabilidad de la administración de la Asociación

La administración de la Asociación es responsable de la preparación y presentación razonable de los estados financieros adjuntos de conformidad con las Normas de Información Financiera Mexicanas, así como del control interno que la administración de la Asociación considere necesario para permitir la preparación de estados financieros libres de errores importantes debido a fraude o error.

Responsabilidad de los auditores independientes en relación con la auditoría de los estados financieros.

Nuestros objetivos son obtener una seguridad razonable de que los estados financieros en su conjunto están libres de errores materiales, debido a fraude o error, y emitir un informe de auditoría que contiene nuestra opinión. Seguridad razonable no garantiza que una auditoría realizada de conformidad con las Normas Internacionales de Auditoría siempre detecte un error material cuando existe. Los errores pueden deberse a fraude o error y se consideran materiales si, individualmente pueden preverse razonablemente que afecten en las decisiones económicas de los usuarios tomen basándose en los estados financieros.

Martos, Ramírez y Cía., S.C.


C. P. C. Guillermo R. Martos Martínez

México, D.F. a 3 de abril de 2017

AFFECTIVIDAD Y SEXUALIDAD, A.C.
BALANCES GENERALES
AL 31 DE DICIEMBRE DE 2016 Y 2015

ACTIVO	2016	2015	PASIVO	2016	2015
CIRCULANTE:			CIRCULANTE:		
Efectivo y valores realizables	\$ 2,841,396	\$ 3,868,611	Acreedores Diversos	\$ 27,163	\$ 4,857
Cuentas por cobrar	27,864	32,739	Otras cuentas por pagar y pasivos acumulados	469,201	344,781
Almacén	-	76,952			
	27,864	109,691			
Total activo circulante	2,869,260	3,978,302	Total pasivo	496,364	349,638
NO CIRCULANTE:			PATRIMONIO CONTABLE		
Equipo, neto	556,136	609,382	No restringido	2,929,032	4,238,046
Total no circulante	556,136	609,382	Total patrimonio contable	2,929,032	4,238,046
Total activo	\$ 3,425,396	\$ 4,587,684	Total pasivo y patrimonio contable	\$ 3,425,396	\$ 4,587,684

Las notas adjuntas son parte integrante de éstos estados

Thanks to all our donors
and allies for becoming a
Guardianes





Estancia transitoria de la PGJ





✈️ *Resilience is the capacity that we have to discover that we have wings and learn to fly after we fall or are exposed to an extreme situation.* ✈️

Rosario Alfaro

 *We thank and appreciate
the commitment
of the entire team of
Afectividad y Sexualidad, A.C.,
who work every day
to help more people become
Guardians, protectors
of childhood.* 

Directory

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CEO of Guardians

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Head of Guardians

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Manager of Administration and Finance

Patricia Ramírez Vega
Head of Quality

Alma Sánchez Rosas
Head of Human Resources

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Assistant of Recruitment and Selection

- Sandra García Infante**
Receptionist
- Rosalba Chávez de la Torre**
Cleaning assistant
- María Guadalupe Sánchez Velázquez**
Cleaning assistant
- Cristina Carrillo Carrillo**
Head of Purchases
- Sadot Cleto Sánchez**
Treasury Assistant
- José Eduardo López Candela**
Messenger / Driver

Lecturers:

- Ileana Torres Ruiz**
- Rosa Nayely Sánchez Vázquez**
- Itzel Sánchez Reyes**
- Brenda Isabel Nava Martínez**
- Nadia Nayeli Martínez Becerril**
- Lizbeth Hernández Estrada**
- Alonso Espinosa Valadez**
- Yolotlxóchitl de la Paz Rodríguez**
- Valeria Cruz Reyes**
- Alma Sarahí Carmona Velázquez**
- Ana Cristina Alexander Moreno**
- Diana Nayeli González Ceja**

Storytelling Volunteers:

- Maritza Díaz Martínez**
- Celene Martín Martín**
- Lucero de Guadalupe González Flores**
- David Gerardo I. Meneses Álvarez**
- Maribel Alanis Colin**
- Mónica Edtli Pérez Martínez**
- Lilian Balderas Garcia**
- José Abraham Villedas Martínez**

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- Leticia Herrera de la Cruz**
- Arianna Belinda Carranza Araujo**
- Jesús Gómez Cortés**
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Guardianes es un programa de Afectividad y Sexualidad A.C.