ANNUAL







"Guardianes" Afectividad y Sexualidad, A. C

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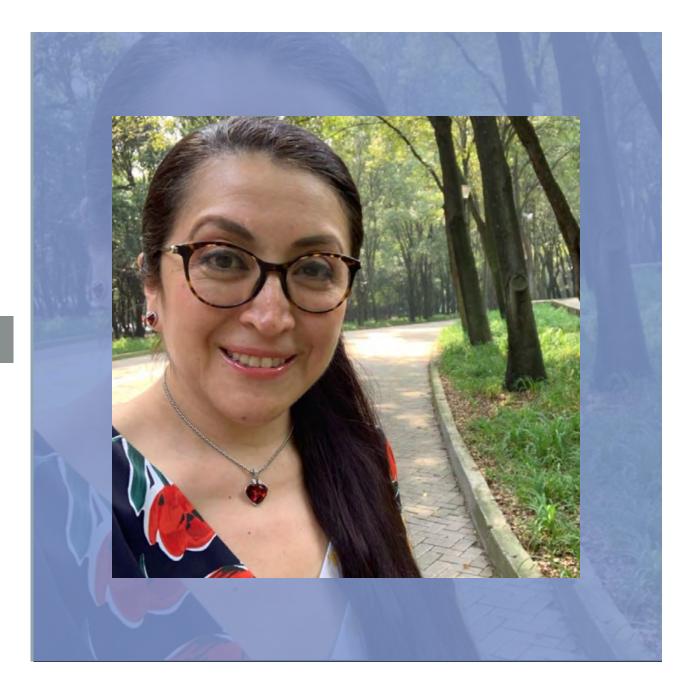
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www.guardianes.org.mx

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Letter from our Director

2021 was the year for the new normal and thus we continued facing challenges. This has been without doubt a year where we developed more adaptability.

This new normal has allowed for social changes. However, problems that infringe children's and adolescent's rights have not been part of these changes. Statistics on sexual violence against children and adolescents alone are alarming, since 4.5 million girls, boys and adolescents are or will likely be victims of sexual violence before they reach 18 years of age.

At Guardianes, we overcame last year's challenges. We managed to touch the lives of 10,073 children, 1,069 adolescents, 6,101 caregivers and 2,132 teachers, amounting to a total 19,375 beneficiaries to our program.

We reedited the **"Phillipon's T-shirt"** storybook. Thanks to the contributions of donors committed to our cause, **we distributed** 5,783 **free copies** in public places and educational institutions that opened their doors to us and allowed us to give a voice to Phillipon's story.

Today we know that violence causes very deep wounds, and this can afflict a person's psychological and emotional state and it can even last a lifetime. We therefore support the path of prevention and timely attention. This will be achieved acknowledging the active role we can have in these two instances.

It is clear to us that maltreatment and sexual abuse is not something that only one organization can prevent and deal with, but it is a cause that calls for partnering with different government and on government organizations in order to join efforts, since our common objective is for girls, boys an adolescents to fully enjoy their rights. This reminds us that Together we can do more!

María del Rosario Alfaro Martínez Executive Director

About Us

Guardianes is a program of Afectividad y Sexualidad, A.C. Its aim is catering to the best interest of girls, boys and adolescents, in line with the 2030 Agenda for Sustainable Development Goals. Our organization has held the Special Consultative Status granted by the United Nations Economic and Social Council since 2017. Throughout our 19 year history, we've worked with CSOs to defend children's and adolescent's rights, and we have focused our efforts on preventing child sexual abuse and maltreatment.

Mission

promote the culture of good treatment through the development of psycho-emotional abilities that allow our beneficiaries to achieve healthy emotional and sexual development, and therefore, to build fulfilling interpersonal relationships that improve their quality of life.

Vision

To become a benchmark for the improvement of the quality of people's lives, by impacting on their communities, within a culture of peace, as well as to be a solid and self-sustaining association throughout time.

Values

Service Confidentiality Culture of Peace Social Responsibility Honesty

The problem

According to 2016 figures from the National Institute of Statistics and Geography (INEGI, by its initials in Spanish), there are 39.9 million girls, boys and adolescents in Mexico, representing 31.6% of the country's total population. It is estimated that 15% girls and 8% boys will be victims of sexual violence. This means 3 million girls and 1.6 millon boys, a total 4.6 millon, have been or will be victims to this type of violence before reaching 18 years of age.

According to the World Health Organization's Global Status Report on preventing violence against children (2020), half of girls and boys in the world are victims to some type of direct violence: physical violence, violent punishments, emotional or psychological violence, bullying, cyber bullying and sexual violence.

Violence suffered by girls and boys occurs in places that should be safe for them, such as:



Results of the Child Participation Survey conducted by World Vision Mexico in 2021 show that **41.4%** of girls, boys and adolescents suggest creating and strengthening violence prevention and response mechanisms to live free from violence and maltreatment, and 24.1% mentioned the importance of access and justice system strengthening. When asked what they thought were the risks of a child or adolescent being taken to work, **49.6%** think they are exposed to different types of violence (physical and sexual), vanishing, kidnapping, exploitation and death.

This information provides an outlook where not only organizations around the world state that children and adolescents suffer violence, but, as studies like the latter clearly show, children and adolescents themselves have that same perception about their environment. It is therefore important to create mechanisms that contribute towards violence prevention and attention, in order to ensure all girls, boys and adolescents have access to a life free from violence.

Our strategy to face the problem

During 2021, in partnership with **Project Concern International, A.C.** we worked on building our theory of change, which has allowed us to give dimension to maltreatment and sexual violence, as well as to set the actions we can take to ensure girls, boys and adolescents thrive in spaces where good treatment is the norm.

Our theory of change, presenting the problem, strategies and goals that Guardianes wishes to attain, is shown in the graphic below.



There is little acknowledgement of the rights of girls, boys and adolescents (GBA) in institutions such as schools and families

Little to no sexual education is provided to GBA due to the lack of training of parents, caregiuers and teachers.

Lack of abilities of primary caregivers and teachers to provide good treatment during upbringing and discipline.

Problem

Strategies

Develop abilities such as empathy, resilience, self-esteem, good treatment and gender equality in girls, boys and adolescents through talks and training workshops.

Train parents, caregivers and teachers in upbringing and discipline methods based in good treatment.

Partner with institutions committed to the care and protection of the rights of girls, boys and adolescents.

Provide care to BGA who have been victims of maltreatment and • sexual violence.

High index of maltreatment, physical, psychological, and sexual violence in girls, boys and adolescents

Long

term

goals

Goal

3

11

• To have healthily developing BGA with good mental health.

To have BGA with developed abilities for life.

GBA right restitution

Institutions and communities committed to children.

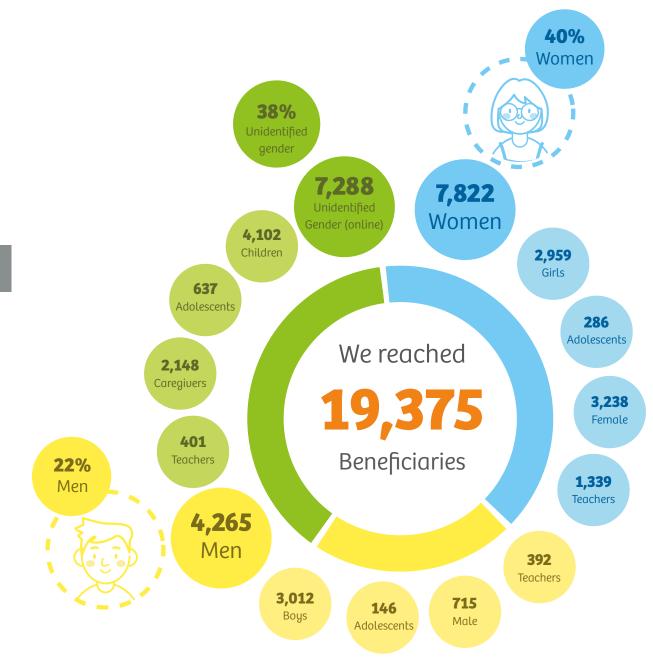
Public policies in line with children's best interest.

Social inequality decrease.

End all forms of maltreatment, as End all forms of maltreatment, as well as physical, psychological, uell as exual violence against and sexual violence against agirls, boys and adolescents in school and family settings,

Our results

We maintained our online connection with our beneficiaries, and we directly reached 19, 375 people during 2021.



We held a total of 105 talks, 19 workshops and 20 conferences in different public and private institutions.

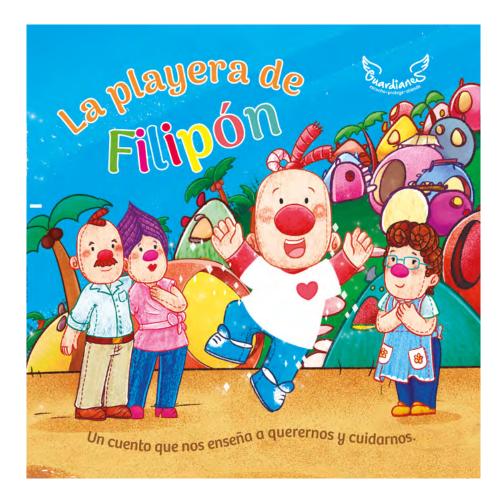
Since the talks and workshops took place online, we had the opportunity to connect with people from different parts of the country. This year we connected with people from the 32 States of the Mexican Republic and from different countries such as **Argentina**, **Bolivia**, **Chile**, **Colombia**, **El Salvador**, **Spain**, **Guatemala**, **Haiti Peru**, **the Dominican Republic and Venezuela**.



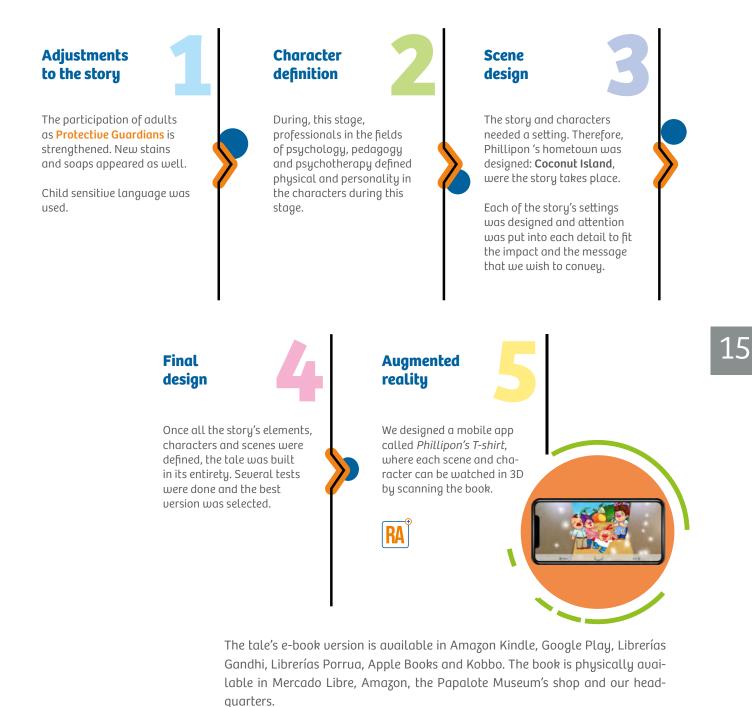
Phillipon's T-shirt redesign

Phillipon's T-shirt is extremely significant to Guardianes. As the slogan says, it is a "tale that teaches us to love and care after ourselves". Phillipon has fortunately conveyed n a practical and didactic way children's right to good treatment, as well as their high value. The tale has helped both listeners and readers identify different types of violence and the actions that can be taken to prevent them from happening.

Therefore, we devoted 2020 and 2021 to reedit the storybook in order to bring it closer both to children and the adults that surround them. By means of technological tools, we also developed an iOS and Android app called Phillipon's T-Shirt that allows to experience the tale in augmented reality.



The following stages were involved in the story book's redesign.



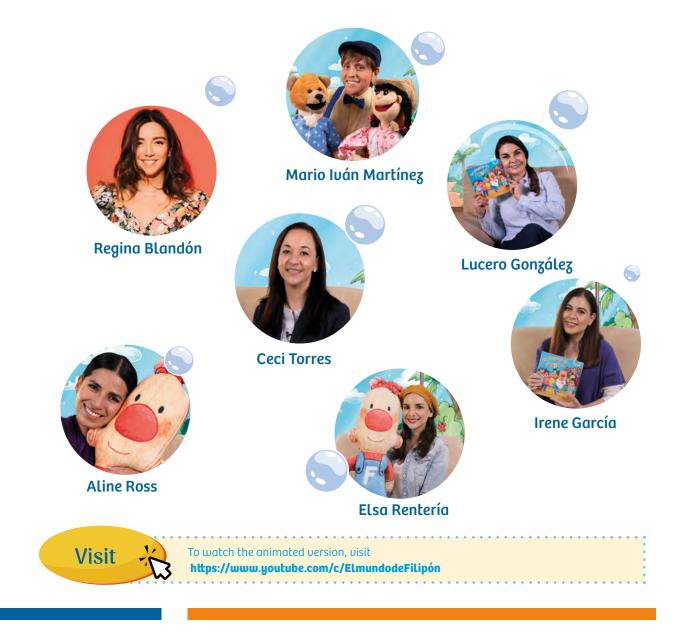
For more information on the tale visit our website: http://guardianes.org.mx/el-mundo-de-filipon/

Visit

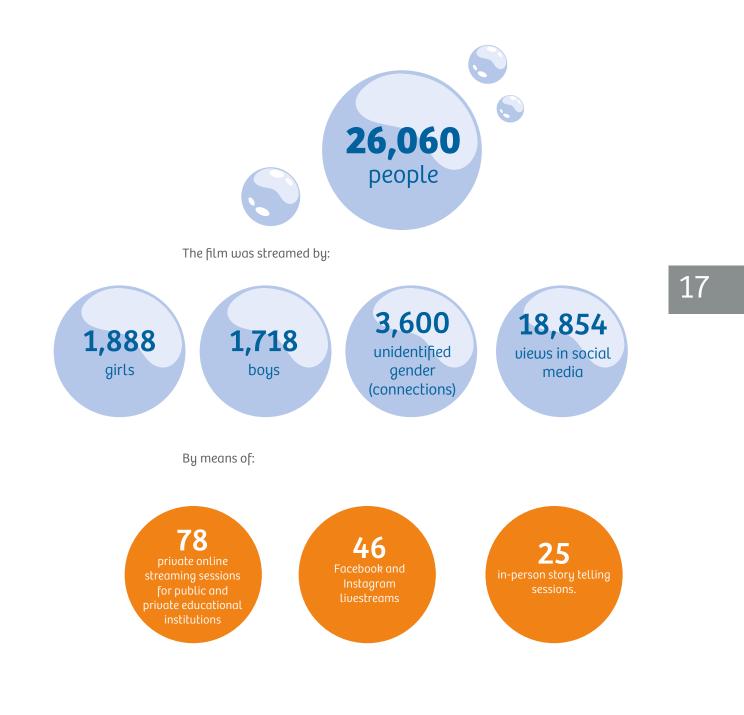
Phillipon's T-shirt film

Besides the book's re-edition, the tale was animated and musicalized in order to give the story more intention and to make it attractive to children. The film was premiered on May 15 2021 via Facebook.

We had enthusiastic volunteers who gave life and gave their voice to Phillipon's story. We are deeply thankful to them for their commitment to the cause.



We are aware that the message of Phillipon's T-shirt is very important, and we need to reach many children. The film therefore provided an opportunity to meet this end. Although the pandemic has restricted access to schools, it did not keep us from reaching children, since we used video conferencing platforms and also streamed Phillipon's T-Shirt.



New books

The pandemic has taught us that not all children have access to electronic devices or the internet. This showed us the need to design teaching material to help children develop abilities so lack of access to information technologies is not a limitation to access knowledge. We therefore developed 3 books:





The world of my emotions (Lower elementary school)

Aimed at children ages 6 to 9. The book tells a story accompanied by several self-guided activities that help children know and understand their basic emotions: joy, sadness, fear, anger, surprise and disgust, so they are able to identify them in their peers, find ways to express them and gain better management of them.







The world of my emotions (Upper elementary school)

Aimed at children ages 9 to 11. The book has a several self-guided activities that help children identify and delue into surprise as an emotion. They will also find a space to get acquainted with self care strategies and the benefits they bring into their lives. They will finally reinforce their knowledge about empathy, respect and gratitude.





Discovering and enjoying my rights (Upper elementary school)

Aimed at children ages 9 to 11. The book explains what children's rights are. 20 fundamental rights are addressed, briefly explained and accompanied by a reinforcement activity so children get acquainted with them through play and creativity.

New content

With regards to maltreatment and sexual abuse prevention, not all possible actions, strategies and knowledge have been determined. Our commitment is to continuously create innovative content that meets the current needs of our society. Therefore, we've created the following content:

Talk



Learning from pain

Girls, boys an adolescents ages 8 to 14 will learn the concept of grief. They will acknowledge loss, its stages and they will reflect on emotions experienced in each one of them. They will identify the capability for resilience as well as abilities, like self-compassion and empathy, that are part of the necessary resources that can be developed to overcome grief.

Workshops



How to talk to children about sexuality?

Aimed at parents and caregivers. Its objective is to introduce the elements of human sexuality, as well as the expected sexual behaviors throughout childhood, to develop tools that allow for healthy sex education for girls and boys.



Detection of child sexual abuse

Aimed at parents and caregivers. Its objective is to provide information on the dynamics of sexual abuse, its signs, as well as clear strategies to detect this type of child maltreatment. It also addresses actions to take in case sexual abuse against children or adolescents takes place, in order to diminish Complex Post-Traumatic Stress Disorder sequels.



Upbringing in early childhood

The aim of this workshop is to contribute towards the development of parenting skills needed to accompany and ensure healthy development in girls and boys during early childhood. Throughout the workshop, parents and primary care-givers are invited to deploy a positive parenting style based in good treatment and respect towards children's rights.

From sexism to masculinity

This workshop is aimed at adolescent and adult men, and intends to be an introduction to toxic masculinity, to analyze it, as well as to address the deconstruction of sexism, and to build a healthier masculinity.



To check our education program, visit http://guardianes.org.mx/oferta-educativa/

Distribution of Safety Measures posters

To provide support to children going back to in-person classes at school, we designed 6 posters referring to minimal safety measures for COVID-19 prevention, and inviting children to wear masks, wash their hands, clean their desks and keep a safe distance.

We distributed 6 piece poster sets for free to 160 public and private schools.



First National Contest Who or what makes your heart shine?

On March 15, 2021, to help children identify things and people that make them feel safe, loved and happy, we launched the **First National Contest Who or what makes your heart shine?** in our website and social media. Anafabi Bicicleta, ADO, Mr. Pistacho, ADR Networks and Juguetería Los Osos sponsored the prizes awarded to the winners of the contest.

The members of the jury were Rosario Alfaro, Director of Guardianes, Gloria Calzada, television and radio host, Iñaki Manero, journalist, Ángel Kurodo, Phillipon's illustrator and Friné Ortega, architect.

The contest had different stages:

First stage. Entries **30 drawings** were submitted by children from different states in Mexico (Querétaro, Estado de México, Quintana Roo, Chiapas and Mexico City).

Second stage. screening. 23 drawings meeting the requirements in the contest's notice were selected.

Third stage. Voting. The selected drawings were posted on Facebook, where people voted for their favorite.

Fourth stage. Votes by jury. The jury voted for the works that, in their opinion, met the contest's regulation. **As a result, the winners were selected.**

Fifth stage. Awarding ceremony, On November 20, World Children's Day, we awarded the winners in our headquarters. The winners living in other states were mailed their prizes via Correos de México, and they were able to follow the ceremony via Zoom.

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Guardianes











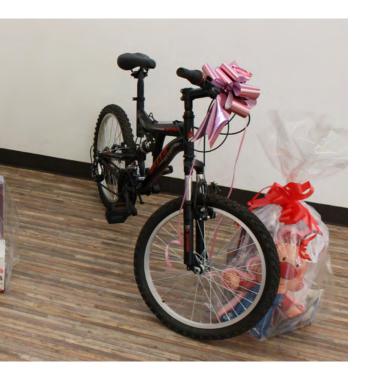
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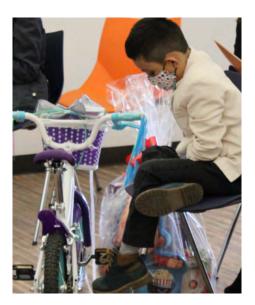
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First Category **5 to 6 years old**







Sofía R. /CDMX Third Place







Second Category **7 to 8 years old**



Valentina C. /CDMX Second Place





Winners



Third Category 9 to 10 years old











Miguel C. /CDMX Third Place



¿Qué o quiénes hacen brillar mi corazón?

(Who or what makes my heart shine?)



Guardianes

Mes Daranja

he World Day for the Prevention of Child Sexual Abuse is on November 19. Far from dedicating one day to it, at Guardianes we devote an entire month to distribute information and sensitize people about the importance of prevention. Therefore, this year we took two main actions :

Month for the pr of child sexual v

Storytelling and free copy distribution of *Phillipon's T-Shirt.*

International Forum on the occasion of the World Day for the Prevention of Child Sexual Abuse.

Book distribution

Thanks to our donors, we were able to print Phillipon's T-Shirt and distribute free copies in different spots in Mexico City and the rest of the Mexican Republic. We were additionally able to hold in-person story telling sessions.

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We delivered copies in:



Main spots where the copies were distributed:



31



















32















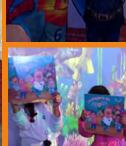
Thomks to you **5,737** copies













2,482 girls **2,248** boys

135 teachers 872 unidentified parties

Guardianes

International Forum on the ocassion of The World Day for the Prevention of Child Sexual Abuse November 19 2021

Experiences and challenges to eradicate sexual violence against girls, boys and adolescents



The international forum took place via Zoom in November 19, 2021 and was organized by Guardianes México, Paicabí (Chile) and CONACMI in Guatemala. The aim of the Forum was to learn the different results and strategies that Spanish speaking countries have implemented to end physical, emotional and sexual violence against GBA, to ensure their right to a life free from violence, as well as to identify future challenges.

The forum was moderated by Rosario Alfaro, Executive Director of Guardianes and Iván Zamora, Executive Director of the Paicabí NGO.

The panelists were:



217 people from different Latin American countries including Chile, Guatemala, Peru, Venezuela, Brazil, Argentina, El Salvador and Uruguay joined the forum.



Participation as ECOSOC members

Among our activities as members of the United Nations Economic and Social Council we can cite the following:

We hosted an alternative virtual event in the 59th Session of the United Nations' Commission for Social Development. Challenges for adolescents in the digital world The forum addressed different perspectives and challenges before a new reality where digital technology is an essential tool.

We had panelists from Mexico, Chile, Argentina and Spain:

Rosario Alfaro from Guardianes.

Ricardo Bucio Mújica from the National System for the Protection of Girls, Boys and Adolescents.

Aline Ross fromLexia insights & Solutions.

Gerardo González from Netquest.

Iván Zamora from Paicabí.

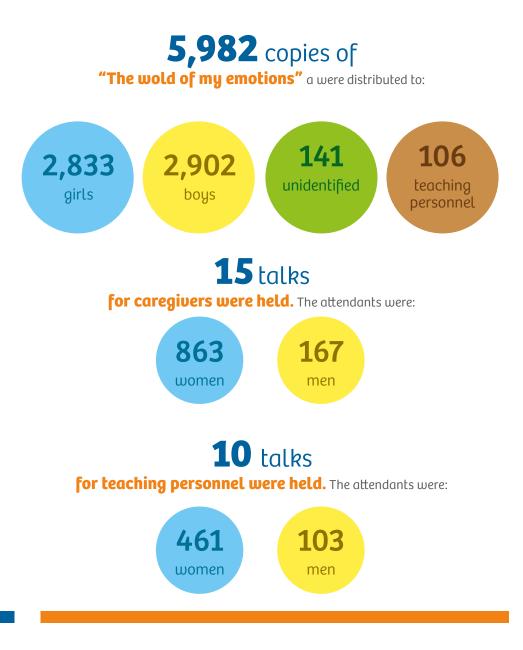
Marcela Czarny from Chicos.Net

José Ramón Juárez from the University of Girona.



Our projects Fifth National Year Against ChildSexual Abuse

This project took place thanks to funding from the ESRU Foundation, and had the aim of providing tools to reinforce child sexual violence prevention, by means of emotion acknowledgement and expression in children, as well as the importance of positive parenting that allows for family relationship improvement. This was expected to be achieved by online sensitigation talks for adults and workbook distribution to children in Mexico City and State of Mexico schools.





First Place in the 2021 Prize for Innovation and Best Practices in Personal Data Protection

The data privacy of our beneficiaries is a priority for Guardianes. It is a project where ongoing improvement is involved and where best practices have been implemented to create a trust environment for the safeguard and protection of our beneficiaries' information.

Therefore, this year we entered the project A Civil Association's Integral Culture on *Personal Data Processing and Management* to a contest organized by the National Institute for Transparency, Access to Information and Personal Data Protection (INAI, by its initials in Spanish), the Legal Research Institute (IIJ) of the National Autonomous University of Mexico (UNAM), the Ministry of Economy (SE), the Civil Service Ministry (SFP), the Organization for Economic Co-operation and Development (OECD), the Internet MX Association (AIMX), the National Chamber of the Electronic Industry, Telecommunications, and Information Technologies (CANIETI), and the International Association of Privacy Professionals (IAPP).

The assessment criteria used by the jury were effectiveness, integrity, quality, innovation and best practice impact, as well as the certainty that these practices benefit data holders. This project will help Civil Associations as well as any data processing entity.

Being selected as first place winners in the contest motivates us to keep innouating and improving our commitment to our beneficiaries and all data holders in general who entrust us with their information. We are also motivated to continue raising awareness on personal data protection and personal data rights.

Website and Social Media Interaction

We launched *El mundo de Filipón* (Phillipon's World), our YouTube channel, with audiovisual content that teaches children and adults to prevent maltreatment and sexual abuse.







Media presence: Print, radio and television





"Guardianes Shop" Launch

Our shop where products with a cause are sold launched this year. The proceeds will be used to promote integral development and fullfilling interpersonal relationships for girls, boys and adolescents, as well as to raise awareness for adults to become protectors who encourage resilience and good treatment. The proceeds of each product are also used to distribute Phillipon's T-shirt to more children.

The products can be found in Mercado Libre, Amazon and our headquarters:



Additional exclusive material was launched in our Patreon, where donors can subscribe to receive material that can only be found in this platform. Proceeds will go to gifting children with copies of *Phillipon's T-shirt*.



For more information on Guardianes Shop visit our website: https://guardianes.org.mx/guardianes-shop/

Income and Expenditure

AFECTIVIDAD Y SEXUALIDAD, A.C.

STATEMENT OF ACTIVITIES

FOR THE YEARS ENDED DECEMBER 31 2020 AND 2021

	2021	2020
Donation income:		
Board	\$13,750,000	\$13,750,000
Companies	\$40,000	\$44,546
General Public	\$47,460	\$51,640
Events		\$13,350
Prizes	\$100,000	
Contests and Government	\$100,000	\$100,000
Total donation revenue	\$14,037,460	\$13,959,536
Expenditure:		
Administration	\$672,537	\$611,630
General	\$15,427,565	\$15,633,420
Financial	\$14,197	\$12,819
Total expenditure	\$16,114,299	\$16,257,869
Other income	\$6,113	\$209,753
Recovery fees	\$583,069	\$427,338
Financial products	\$86,493	\$133,896
	\$675,675	\$770,987
Change in net assets	(\$1,401,163)	(\$1,527,346)
Net assets-beginning	\$5,219,386	\$6,746,732
Net assets-ending	\$3,818,223	\$5,219,386

AFECTIVIDAD Y SI GENERAL I AS OF DECEMBER 3

ASSETS	2021	2020
FLOATING:		
Cash and readily convertible assets	\$4,158,634	\$ 5,399,344
Accounts receivable	\$83,717	\$14,585

42

Total floating assets	\$4,242,351	\$5,413,929
NON-CURRENT ASSETS:		
Equipment, net	\$140,508	\$334,521
Total non-current assets	\$140,508	\$334,521
Total Assets	\$4,382,859	\$ 5,748,450

2021 Annual Report

EXUALIDAD, A.C. BALANCE 31 2020 AND 2021

LIABILITIES	2021	2020
FLOATING:		
Sundry creditors	\$4,637	\$ 21,010
Other accounts payable and accrued liabilities	\$559,999	\$508,054
Total liabilities	\$564,636	\$529,064
ACCOUNTING ASSETS		
Unrestricted	\$3,818,223	\$5,219,064
Total accounting assets	\$3,818,223	\$5,219,064
Total liabilities and accounting assets	\$4,382,859	\$ 5,748,450

Partners



National Human Rights Commission Early

- Early Institute
- **ESRU** Foundation

Lexia Insights & Solutions

Memory Tolerance Museum

Netquest Mexico

Pact for Early Childhood



Promotora Social Mexico

Network for Early Childhood and Adolescence (RIA, by its initials in Spanish) of the Mexican Center for Philantropy (CEMEFI, by its initials in Spanish)

National System For the Protection of Girls, Boys and Adolescents(SIPINNA)



Radix Education





Nuestros Pequeños Hermanos Internacional

At Guardianes we are deeply grateful to:



Our Government Board, for their enthusiasm, their sensitivity and commitment to creating the best strategies to serve the cause.



Our beneficiaries, who have trusted our organization and have allowed us to accompany their path to a live free from violence.



ESRU Foundation, Grupo Industrial KUO and Google AdWords for trusting our organization and our impact.



Our individual donors who, through their support, help us continue each one of the actions in our program.



Our partners with whom we have created networks. We are certain that prevention is everybody's business.



The educational institutions that have allowed us to provide accompaniment in their training processes.



Our volunteers who have gifted their time and given their voices to Phillipon's T-Shirt.



Our collaborators, for their commitment and enthusiasm to each of the projects we have launched.



2021 Annual Repor

WWW.guardianes.org.mx GuardianesMx GuardianesMx

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At Guardianes, we are convinced that maltreatment and child sexual abuse prevention are everyone's business and require joint effort from people and institutions. 47



Guardianes is a program of Afectividad y Sexualidad, A. C.

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