



ANNUAL

REPORT 2021

Message from the Founders

Dear donors, volunteers, and friends of the Gibson Soto Foundation:

We hope that you and your families are beginning 2022 with great enthusiasm and hope, and this year will be full of health and prosperity for all.

We are very happy to share the Annual Report of the Gibson Soto Foundation 2021.

In April 2020, when the virtual class model started in Mexico, all of our beneficiaries returned to their communities and family homes. All our students have continued their university studies and the Gibson Soto Foundation programs virtually for eight months in 2020 and all of 2021. The Gibson Soto Foundation continued to financially support our beneficiaries, providing funds to cover expenses for university, food, utilities, and medical expenses. Our comprehensive development programs, academic support, English classes, entrepreneurship programs, and psychological support continued.

This year, our beneficiaries showed great strength and resilience. Even though most of their families went through extremely difficult times, including losing loved ones, serious illness, and the loss of already limited income, they supported them while maintaining focus in their studies and personal development. The actions of our young women made us realize the importance of the Gibson Soto Foundation's human development workshops, which have supported them in their emotional maturity and in their ability to discern the correct action in challenging moments. They have maintained their vision of a better future, and they have worked every day to achieve that future. Our beneficiaries are an example of courage.

In 2021 three of our beneficiaries graduated with a technical associate degree and are continuing their studies to complete an engineering degree. Five of our eight beneficiaries participated in a four-month entrepreneurship workshop to develop a community project that supports the sustainable development of their communities. These projects will be implemented in 2022.

This year one of our beneficiaries graduated from high school and is now attending college to achieve a Bachelor's degree in Psychology. We welcomed three new students who are starting degrees in Biotechnology Engineering, Veterinary Medicine, and bachelor's degree in Design and Management of Logistics Networks.

Message from the Founders

In 2021 we also started intensive English classes to ensure that all our beneficiaries have access to better-paying jobs that help them break the cycle of poverty.

As an institution, we became stronger. In 2021 we participated in a Social Intervention Models diploma course and an Impact Measurement workshop that helped refine our model and evaluate our program's success.

La Cima IAP, our facility in Queretaro, Mexico, was recognized by the Merced Foundation with the 2021 Community Commitment Award in the Resilience category for our ability to adapt and change in the implementation of our project in changing contexts, guaranteeing the continuity of our operations and contributing new ideas to the social ecosystem.

We are infinitely grateful for your support, donors, volunteers, and friends to achieve our goals.

Sincerely,
The Board of
Gibson Soto Foundation



Our Philosophy

Our mission

To serve the world by supporting higher education and full development for bright young women from marginalized communities in Mexico, allowing them to achieve sustainable success for future generations

Our Vision

To break the cycle of poverty and achieve the sustainable development of communities through education, uplifting human beings, and generating peace and prosperity.



What do we do?



The problem we solve:

According to the Organization for Economic Cooperation and Development (OECD), it takes up to 11 generations to break the cycle of poverty in Mexico.

According to UNESCO, studies have shown that education, directly and indirectly, impacts economic growth and poverty. Education provides skills that increase job opportunities and income while helping to protect people from socio-economic vulnerabilities.

In February 2021, the National Council for the Evaluation of Social Development Policy (CONEVAL) estimated an increase of between 8.9 and 9.8 million Mexicans with an income below the Income Poverty line due to the Covid-19 crisis, calculates 70.9 million poor by income, 56.7% of the population.

How we solve it:

The Gibson Soto Foundation aims to break the cycle of poverty and achieve sustainable development by providing young women from marginalized communities the necessary means to have access to quality education and full development through life skills programs.

The Gibson Soto Foundation program was designed and planned to attend to the different development areas of the beneficiaries strategically, thus fulfilling the objectives set and directing the actions to achieve our goals.

Objectives and Beneficiaries

General Objective

All the Gibson Soto Foundation beneficiaries complete a university education, obtain a professional degree, and develop competencies in the five areas of integral human development. Our beneficiaries will have access to a well-paid job, break the cycle of poverty, and have a fulfilled and happy, sustainable life.



Profile of our beneficiaries

- The student must have maintained a grade point average during the three years of high school within the highest 20% of her class. Likewise, we have the same expectation for beneficiaries while in university.
- ▶ Total family income must be considered at or below the poverty level established by CONEVAL.
- The student must have the full support of her parents or guardians to continue her higher-level studies and to be part of the Gibson Soto Foundation program.

Our students receive:

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| ★ Payment of all school fees | ★ Human development workshops |
| ★ Safe and dignified home | ★ Psychological counseling |
| ★ Nutritious and healthy diet | ★ English classes |
| ★ Preventive health care | ★ Support for recreational, sports, and artistic activities |
| ★ Academic advising | |

Our program is divided into five areas of development:

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|--------------------------------|--------------------------------|
| ◁ Health and motor skills area | ▷ Psycho-emotional area |
| ▷ Educational-cultural area | ▷ Professional-vocational area |
| ▽ Social-community area | |

Testimonials

Ana Maria Torrijos Gonzales

The challenges I faced in 2021 were entering university and taking classes online. All this implied adaptation to a new way of working, and I needed the necessary tools. The Gibson Soto Foundation has helped me by providing computer equipment. They advised me to take my subjects and helped me with expenses, such as the internet, books, school practices, and pantry materials.

I am grateful to be part of the Gibson Soto Foundation since they give me all the necessary tools to attend the university successfully. I am thankful for everything they offer me, believing in me and allowing me to grow as a person.



Martha Evelyn Tovar Bárcenas

This year, the biggest challenge was to enter the university in a year with a pandemic since it was the first time I studied and had to work virtually. The Gibson Soto Foundation was involved in helping me to adapt to the new life that I am beginning. Beyond economic support, they provided support in my mental health. All of this is very important to me.

I am grateful to the Gibson Soto Foundation for allowing me to continue with my university education, helping me in my student and personal life, and motivating me to improve myself every day.



Testimonials

Mayra Vianey Morales Rivera

The pandemic affected the quality of life for many families. In my family, a consequence was economic instability. We have been facing this challenge since university studies, and daily expenses were difficult to solve. Thanks to the Gibson Soto Foundation and the financial support they provide my family and me, I can get ahead and continue my studies.

Another challenge that I faced was the topics in the academic program of Engineering since certain subjects were complicated for me. Thanks to the academic advice provided, I have fulfilled my educational objectives satisfactorily.

I am very grateful for the Gibson Soto Foundation's support to fulfill my university studies, one of my biggest dreams. They helped me to overcome all the challenges presented during my degree. I am very grateful to all the people involved in the project for giving their time to help girls like us and help us overcome our challenges.



Jessica Cruz Arredondo

In 2021 I faced the great challenge of entering university without a computer for my classes, but Gibson Soto Foundation provided me with a laptop. Also, when entering the university, I would have needed to continue working to pay for my school supplies and tuition fees. Still, Gibson Soto Foundation gave me financial support for everything related to my education and helping my family with food. They support me with personal advice to improve learning in classes.

I am grateful for all that the Gibson Soto Foundation provide, for the moral support, advice, financial support, and allowing me to be a part of this program.



Daniela Reséndiz Balderas

Studying has become complicated during this pandemic because you need several services, such as the internet, a computer, and even extra materials for practice. The Gibson Soto Foundation has helped me to have these services and to be able to continue fulfilling my dream of studying. In addition to supporting me with courses that help me in my training, I have learned different techniques that I can use in my daily life to improve and understand others. Their courses help me in my academic training, such as English, essential for a good career.

I am grateful that the Foundation supported me to take care of my physical and mental health. It is very important to develop as people and to be able to help others as we are planning to finish our studies and the community projects that we have developed. Thanks to the Gibson Soto Foundation for encouraging me to continue to be a person who can contribute to society.



Alejandra Garcia Duran

I faced challenges in 2021, and the Gibson Soto Foundation helped me solve financial issues and helped me with my academic studies. They helped me with advice, emotional and psychological support, making me feel more secure and calm.

I thank the Gibson Soto Foundation for providing me with the necessary support to continue my studies. Above all, I am grateful for the extracurricular courses and workshops that have allowed us to have a fulfilled life. I appreciate all the emotional, financial, academic, and social support.

Testimonials

Guadalupe Reséndiz Lomas

I had the challenge of learning English, and the Gibson Soto Foundation helped me with classes and provided me with a computer to do my work and take classes. I had the challenge to motivate myself to have good habits. The Gibson Soto Foundation helped me by giving me workshops that inspired me to take care of every aspect of my life. When I was suffering from a skin injury, they helped me with financial support to provide me with treatment. When I needed various school supplies, the Foundation always supported me.

I had the challenge of studying at home and not having a real piano; the Gibson Soto Foundation helped by giving me a piano, for which I am very grateful.

I had the challenge of facing the pandemic and losing contact with many loved ones. The Gibson Soto Foundation offered me professional therapy and emotional intelligence workshops to cope with any situation.

I had the challenge of developing a community project, so the Foundation provided me with an entrepreneurship course that helped me develop professional skills.

I had the challenge to seek peace in my life despite the chaos of the pandemic. The Gibson Soto Foundation offered me workshops where I learned to meditate and be more aware of my environment and what is happening to me.

I am grateful to have people who support me to finish my degree and care about covering the financial aspect it entails and cares about my personal development in all areas of my life. I appreciate the opportunity that is helping me be the best version of myself and support others through my community project. Thank you for teaching me that we can transcend through small but good actions: I appreciate your trust in me.



Social Impact

- We impacted the lives of nine college students by providing all the means to continue their studies successfully.
- We kept our program in a virtual model during the pandemic.
- Offered economic, psychological, and academic support to our beneficiaries and their families during the pandemic.
- We provided 86 remote personal development courses.
- We provided more than 974 hours of comprehensive training to our beneficiaries.
- We provided more than 120 hours of intensive English language training.
- Three beneficiaries graduated with a technical associate degree and now continue their studies to graduate as Engineers:
 - ★ Mayra: Technical associate degree in Chemistry Environmental Technology area.
 - ★ Arcelia: Technical associate degree in Industrial Processes in the Plastics area.
 - ★ Alejandra: Technical associate degree in Industrial Processes Manufacturing area.
- One student Ana Isabel, graduated from Highschool and now she is in college studying Bachelor in Psychology
- Three new beneficiaries who have joined the Foundation started their studies at the following universities while attending La Cima:
 - ★ Ana Maria: Bachelor of Veterinary Medicine. Autonomous University of Queretaro
 - ★ Evelyn: Biotechnology Engineering. Monterrey Institute of Technology and Higher Studies
 - ★ Jessica: Bachelor's in design and Management of Logistics Networks. Technological University of Querétaro
- The Foundation has had more than 29 volunteers and students offering virtual social service for our institution
- The Foundation received more than 1389 volunteer hours





- ★ The Gibson Soto Foundation maintains the Guidestar seal of transparency for four consecutive years
- ★ Award recipients of the grant "Agents of Change 2021" of the Municipality of Querétaro, México, and Fundación Merced
- ★ Award recipients of the 2021 Community Commitment Award in the Resilience category in México

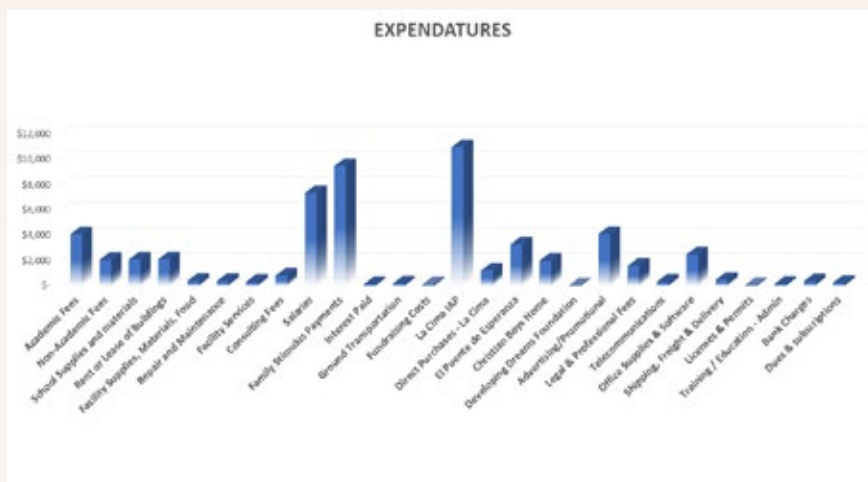
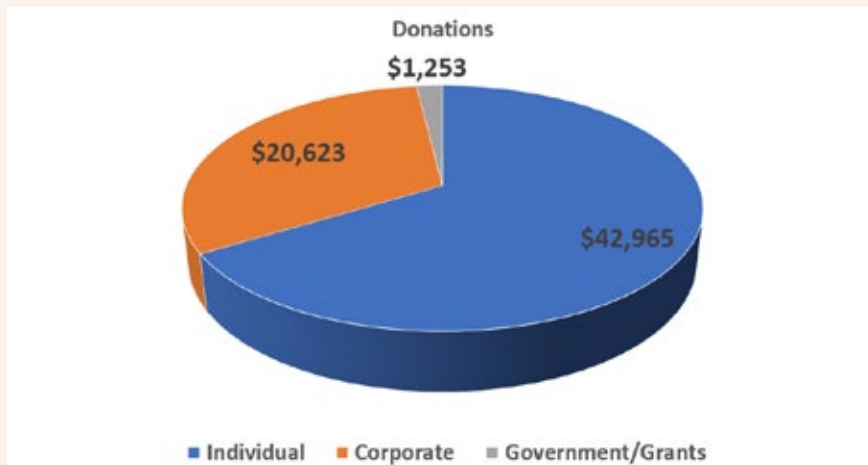


GSF Financials

Our donations largely come from corporate, private (including crowd-funding and Amazon Smile and grants. We receive donations from donors located in the United States and Mexico. Corporate and private donations are the largest donation sectors, while grants remain the lowest source of donations. In 2022, we plan to expand our efforts in grant application submittals.

The Gibson Soto Foundation makes every effort to maintain low operational costs using volunteers. In 2021, 24% of donations were used to fund overhead costs, while 76% of donations were used directly to provide services for our beneficiaries. In 2022, we plan to add an employee to assist our La Cima Operations Manager. The new employee will manage the facility's needs to free up time for our Operations Manager/Psychologist to tend to the increased beneficiaries.

Thank you to donors and supporters; we are growing and helping more young women achieve their dreams of an education!



How can you help?

The Gibson Soto Foundation sustains by receiving donations and gifts from people and corporations like you. Your contributions create a pathway out of poverty for these young women. Without your help, their dreams of education would remain just a dream.

Please help us grow. Right now, there are more young women waiting to have their dream of an education and a pathway out of poverty. We need your help.

You can support our young women by donating to one of the special causes below.

Journey Fund: Help a Young Woman Begin Her Journey \$5,000

The cost to fund an individual student for a year is \$5,000. Your donation will provide a young woman with all she needs to start her journey, including room and board, tuition, medical needs, and workshops.

Community Project Fund \$1000

As part of the Gibson Soto Foundation program, beneficiaries must complete a community project. Community projects are designed to teach our young women project management, teamwork, presentation skills, and the value of giving back. Your contribution will provide the resources needed to complete these projects.

Technology Fund \$500

Our young women come to us from very marginalized or impoverished communities that often do not have modern technological services or products. A contribution to this fund will provide the technology the organization needs to improve its services.

Big thank you

More young women deserve an opportunity to education and a life without the daily struggle of poverty. Your contribution can make a difference in the life of a young woman.

Please donate today.

