



2020 ANNUAL REPORT





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Dear friends:

We know that 2000 has been an unforgettable year that will go down in history as the year of the SARS-CoV-2 (Covid-19) pandemic, which made other “pandemics”, or social problems, more evident. One of them is violence suffered by children and adolescents in their family settings.

At Guardianes we believe in resilience, and that every crisis brings about an opportunity for transformation, accordingly we resolved to make the most of it.

Like many other institutions, we had two operation modes this year: worked both on-site and online and, adding up numbers obtained from these two modes, we were able to reach **1,014** children, **2,414** adolescents, **1,413** teachers and **3,656** parents and caretakers, amounting to a total of **8,497** beneficiaries.

This number has declined in comparison with previous years, since the technological divide has kept us apart from populations without access to information technologies.

However, technology also brought us closer to people from other parts of the world. For example, we were able to cater to people from Argentina, Chile, Bolivia, Costa Rica, Norway, Peru, Dominican Republic, and Venezuela.

2020 has taught us many lessons and has brought about many challenges, but more importantly, it has taught us to be more compassionate, empathetic, and grateful towards the people around us. It will sure be an unforgettable year, but at Guardianes we're intent on making it memorable. Looking at the problem and not doing anything is being complicit; however, looking at the problem, treating the wounds, and accompanying the healing process, that is resilience.

2020 has taught us that, in the midst of pain, loss and contingency, more than ever: We are all Guardians.

Maria del Rosario Alfaro Martínez

Executive Director

Institutional Philosophy

About us

Guardianes is a program of Afectividad y Sexualidad A.C. Its aim is catering to the best interest of children 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 effort on preventing child sexual abuse and maltreatment.

Mission

To offer educational models that promote the culture of good treatment through the development of psycho-emotional abilities that allow our beneficiaries to achieve a 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.



Regarding violence against children and adolescents in Mexico

There is growing evidence that shows that physical, emotional, psychological, and sexual violence suffered by children and adolescents impacts greatly on brain development, thus affecting the way they perceive reality, think, feel and act, and this carries on to their adult lives. Numbers in Mexico are alarming. According to UNICEF (2019), 6 in every 10 children ages 1 to 14 were disciplined violently in 2016, the main violent discipline approaches being hitting, kicking, and punching (48%). With regards to adolescents ages 14 to 17, 19.5% has suffered violence, 67.3% of which has been verbal and 44% physical.

35.9% of women and 19% of men admit to having hit their children when they were upset or exasperated (UNICEF, 2019). This situation has dramatically increased due to the COVID-19 pandemic. According to data from the Senate of the Republic (2020), calls related to family violence incidents increased by 23% during March 2020.

With regards to sexual violence, the Early Institute's diagnosis about sexual abuse, in a context of violence against children in Mexico (2019), shows that the national rate of sexual violence cases was 12.8 per every 100 thousand inhabitants in 2017. On the other hand, the National Institute of Statistics and Geography (INEGI, by its

initials in Spanish), registered 18,889 cases of children and adolescents ages 0 to 19, who were victims of sexual abuse in 2016. According to data from the 2015 Children and Youth Consultation, 2.9% adolescents aged 10 to 13 have experienced sexual violence at school, and 2.6%, at home.

Undoubtedly, since family and school are the main settings where children and adolescents experience violence, the Consultation glimpses at the importance of working with the educational trinomial (children, adolescents, caretakers, and teachers). However, under the current lockdown circumstance we're experiencing, it is important to continue working with caretakers, since they are the ones spending more time with children and adolescents and are therefore the first advocates or opposers to the right of children and adolescents to a life without violence.



Our Model

At Guardianes, we contribute to prevent child sexual violence and maltreatment by means of a systemic, ecological approach, directing our efforts to the education trinomial: Children, parents, and teaching staff. From this standpoint, child sexual violence and maltreatment is considered to result from the interaction of multiple factors at the individual, familial, and societal levels.

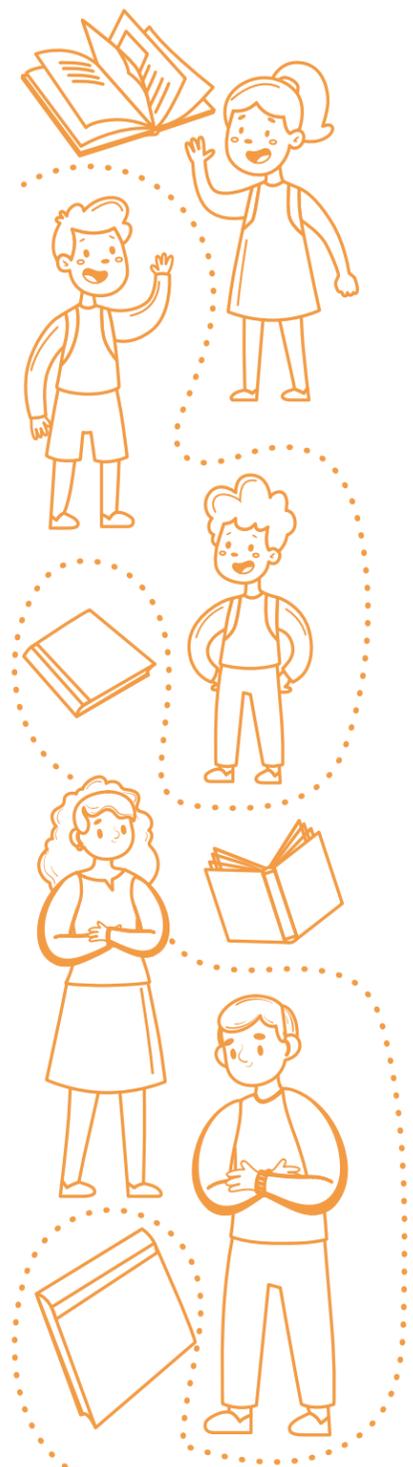
Throughout years of work, and by means of experience and knowledge production, we have developed our own Educational Model, based on a reference framework that takes into consideration children's development in the different settings they thrive in, as well as the parties they relate to.

With children

We offer an educational model, based on a playful approach, and adapted to their age. We provide them with emotional tools, so they can strengthen their self-esteem, develop empathy, improve communication, and develop resilience. We help them to know the parts of their bodies by their names, to tell apart an affectionate touch from one that is not affectionate, and, above all, we help them to identify adults that can take care of them and protect them.

With adolescents

We provide information. Their brains transform during this stage of their lives, and we supply them with the necessary information to help them discover affectivity and sexuality, so they become aware that the most important change they will undergo will impact their energy to flow, to connect and to create, thus enabling them to improve their affective relationships and to develop a life plan that will allow their dreams to come true. We help them identify toxic relationships, as well as the cycle of emotional and sexual violence. We also help them to obtain the emotional resources to turn their pain into lifelong learning experiences.



With parents and caretakers

We provide them with the necessary primary prevention tools, so they can preclude their children from experiencing sexual violence. Because primary prevention also consists of improving emotional relationships, and since we want to intervene before children suffer violence, we step in at early childhood to work with parents and caretakers. We are aware of the importance of this. Therefore:

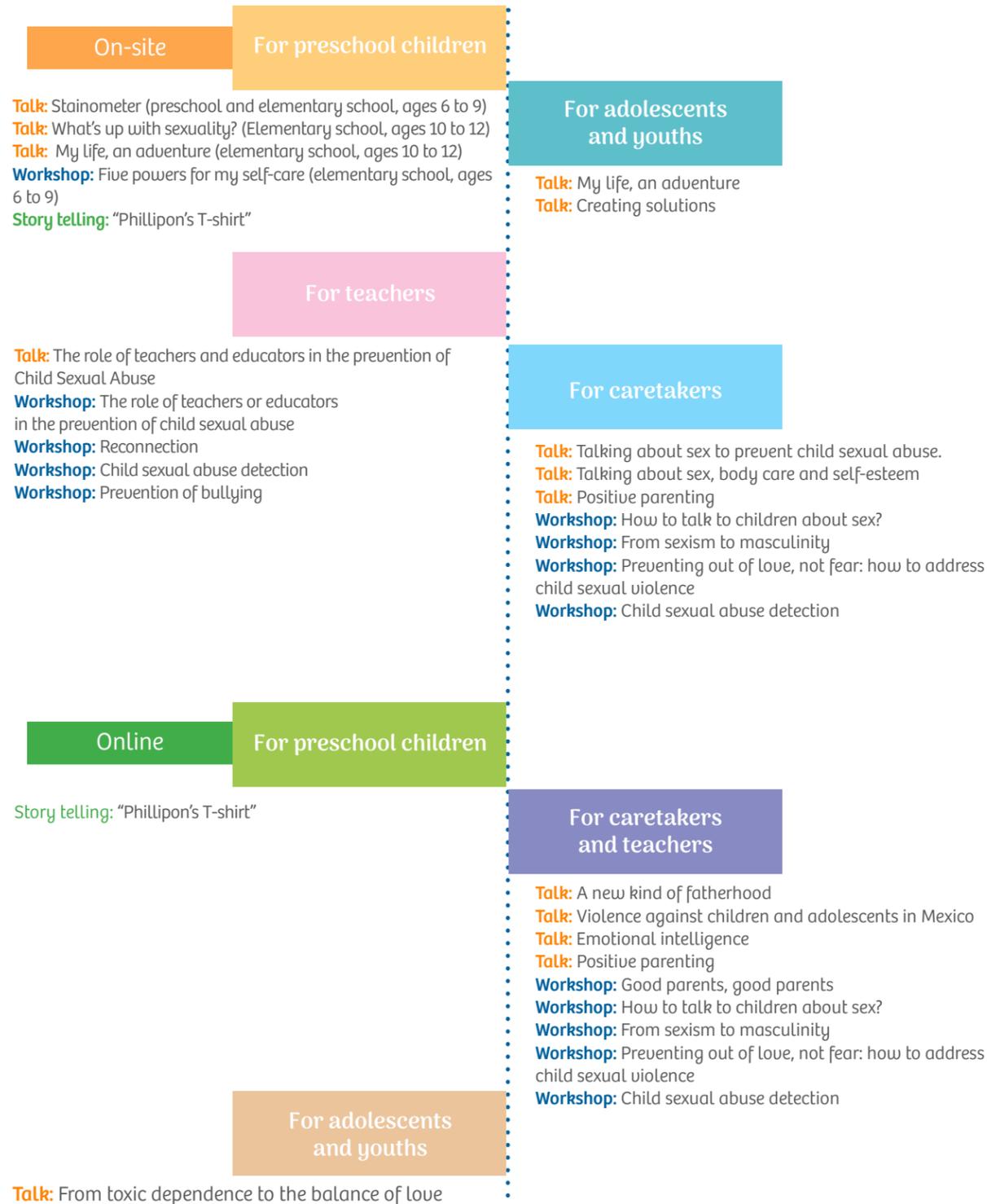
1. We help children acquire the self-care virtue, so they can care after themselves, and therefore, to care after others.
2. We provide training to help develop positive parenting abilities to transform discipline into a means for parent-child connection.
3. We provide adequate information, so parents can talk to their children about sex according to their ages and sensitivities.
4. And we supply the necessary information and training to identify the signs a child is being subject to sexual abuse. We teach parents how to provide emotional first aid, how to lessen trauma in victims, and how to develop coping skills against violence.

With teachers

We stress the importance of sex education in children and adults, of knowing what maltreatment is, as well as its types and signs, and we highlight the role of a teacher as a protective adult.

We also teach them how to identify the signs that a child is possibly being subject to sexual violence. We teach them how to provide emotional first aid for containment of victims to lessen the impact of trauma, and we help them develop coping abilities against violence.

Our Education Program



Our Impact in 2020



Online activities



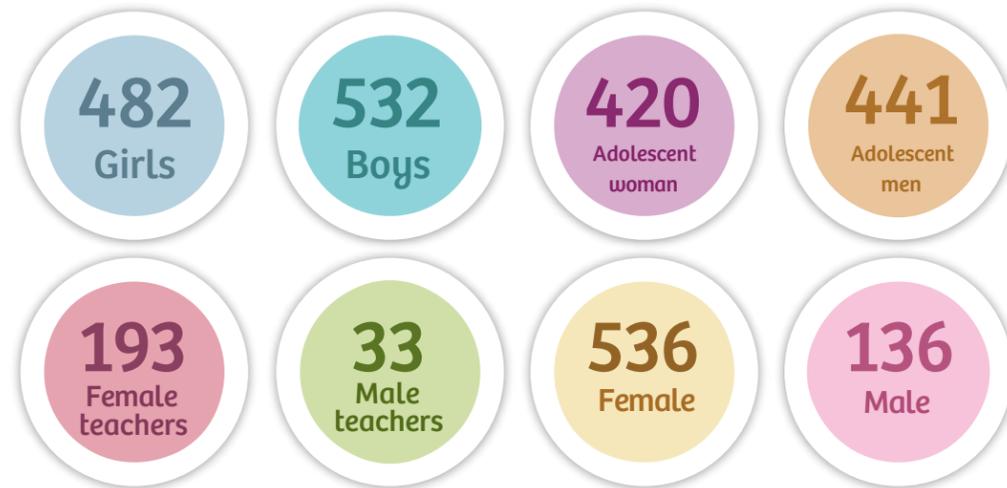
On-site activities



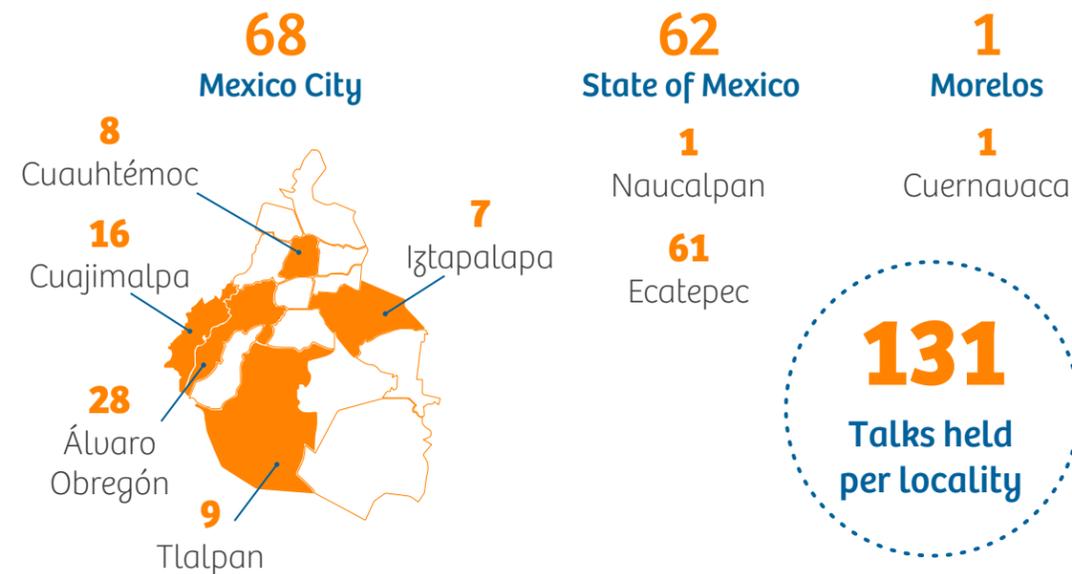
*Not considered in figures of Beneficiaries

Before the sanitary emergency declaration, as of **March 18** we had:

2,773
Beneficiaries



Talks held per locality



At **Guardianes**, the pandemic didn't stop us. We taught our Training Program online and, in doing so, we reached:

5,907
Beneficiaries



At different public and private institutions, we held a total of:



We were able to **connect online** with people from Mexico City, the 31 States of the Mexican Republic, 7 countries in Latin America and 1 country in Europe::



Map: Free Vector Maps

Study. Mexican adolescents and youth in quarantine: between violence and coexistence

For Guardianes, it is essential to constantly monitor how children and adolescents perceive violence in the different settings they thrive in. This year, due to the Covid-19 contingency, a study was conducted in collaboration with opinion survey companies Netquest and Lexia Insights & Solutions, with aims at knowing what was happening in Mexican (and Colombian) homes during quarantine from the perspective of children and adolescents, who are rarely heard.

With regards to family dynamics:

5 out of 10 miss their old life.



3 out of 10 have felt demotivated and despondent.



While **2 out of 10** have been anxious, irritable and impatient



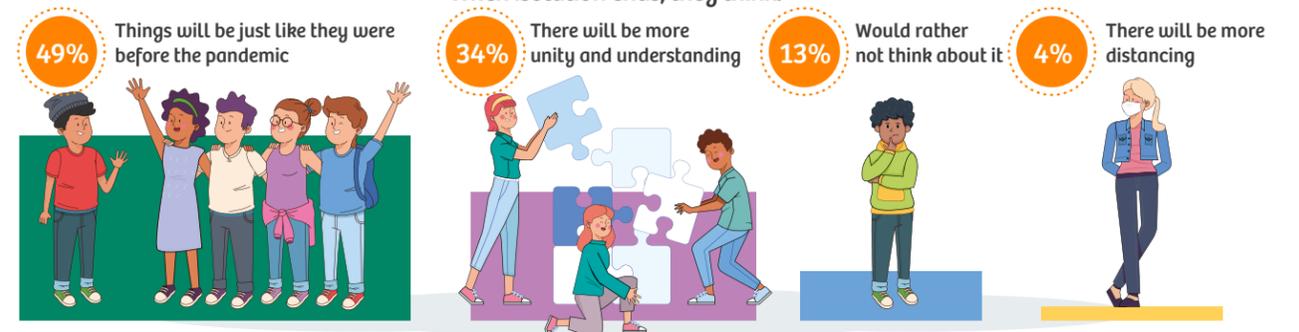
Their relationship with household members during isolation:



Problems that arose during lockdown are caused by: **economic issues, disagreements between family members, and despair due to lockdown**

50% find that thinking about continuing under lockdown evokes negative feelings, such as: **worry, anxiety, sadness, anger and fear.**

When isolation ends, they think:



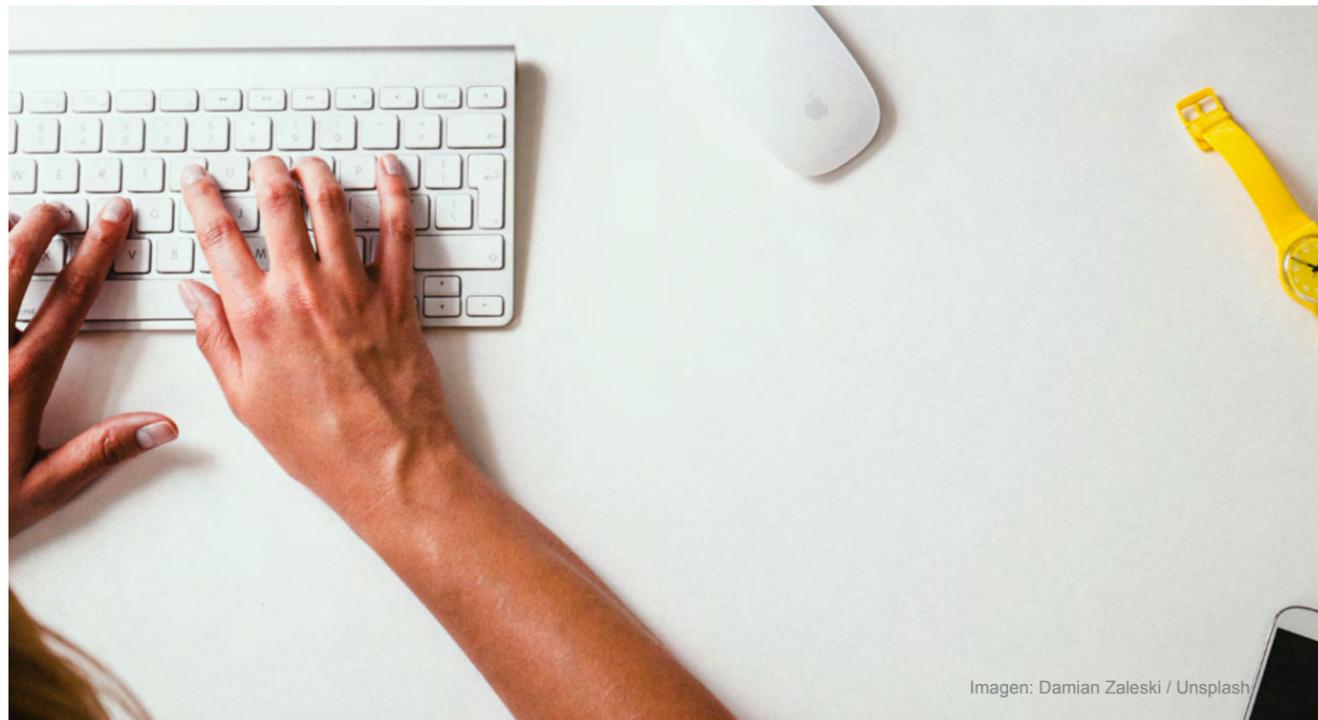


Imagen: Damian Zaleski / Unsplash

Despite the additional time spent on the internet, there are no new rules or more supervision. 4% has used the internet for sexting and 16% has connected with unknown people.

3 out of 10 youths living in violence reckon this situation increased during the contingency.

According to them, fathers are the ones who inflict violence the most (35%), followed by mothers (31%).

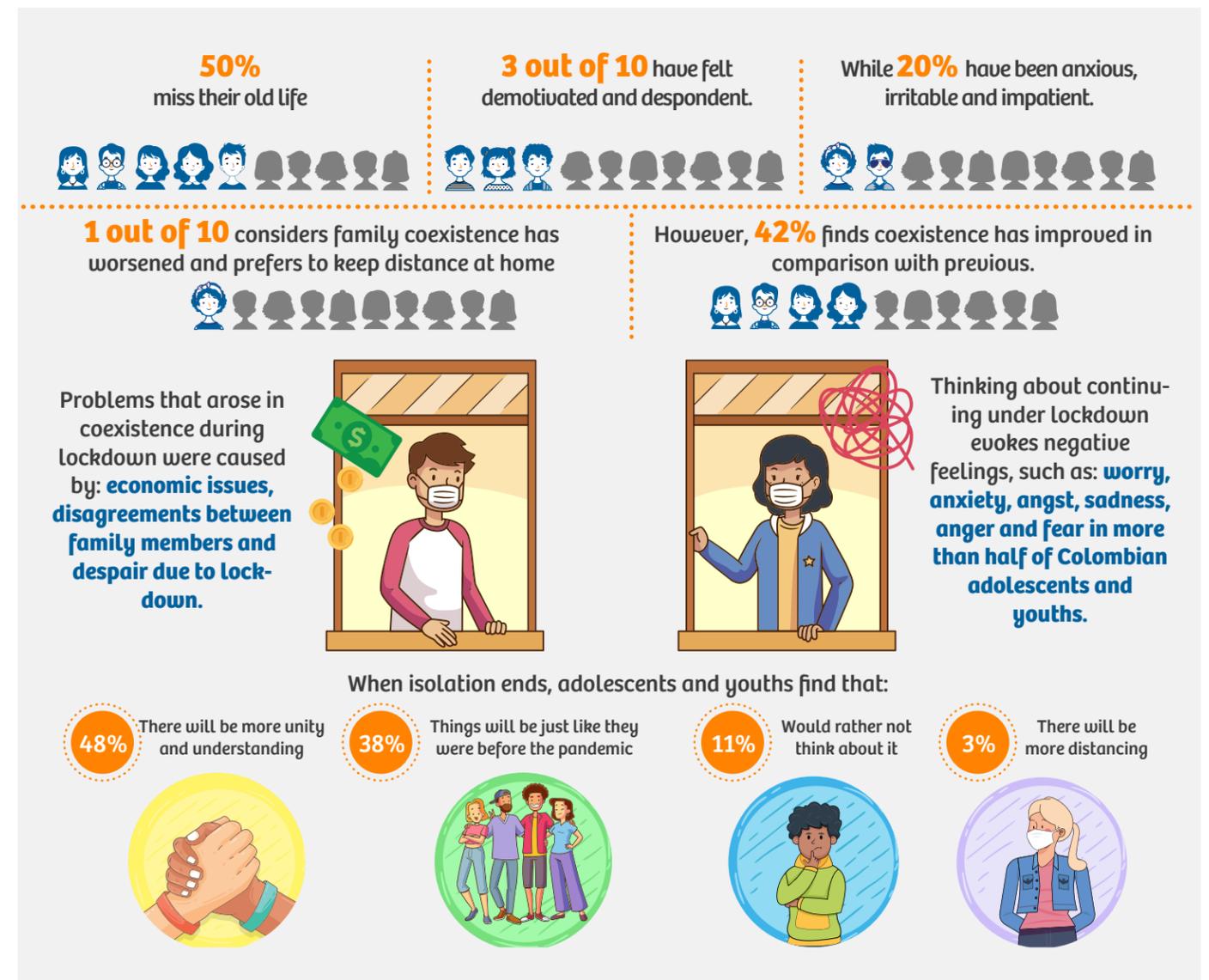
They mentioned that their families solve problems by talking about what happened. However, 27% considered problems were not solved, but rather ignored and allowed to pass, while 25% argued verbally and even insulted each other by means of swear words.

Only 4 out of 10 adolescents and youths who suffered violence have sought help, mainly due to fear, embarrassment, not knowing who to turn to, or not having received prior help.

With regard to violence, 40% claim to have suffered violence during the contingency. They mostly suffered emotional and psychological violence, followed by economic violence.

Study. Colombian adolescents and youths in quarantine: between violence and coexistence

The previously mentioned study was also conducted in adolescents and youths from Colombia. The following results were obtained.



Regarding the use of internet, **97% of adolescents mentioned** they are using it more, mainly to:

1. Browse social networks.
2. Do homework.
3. Play
4. Browse the internet
5. Attend classes

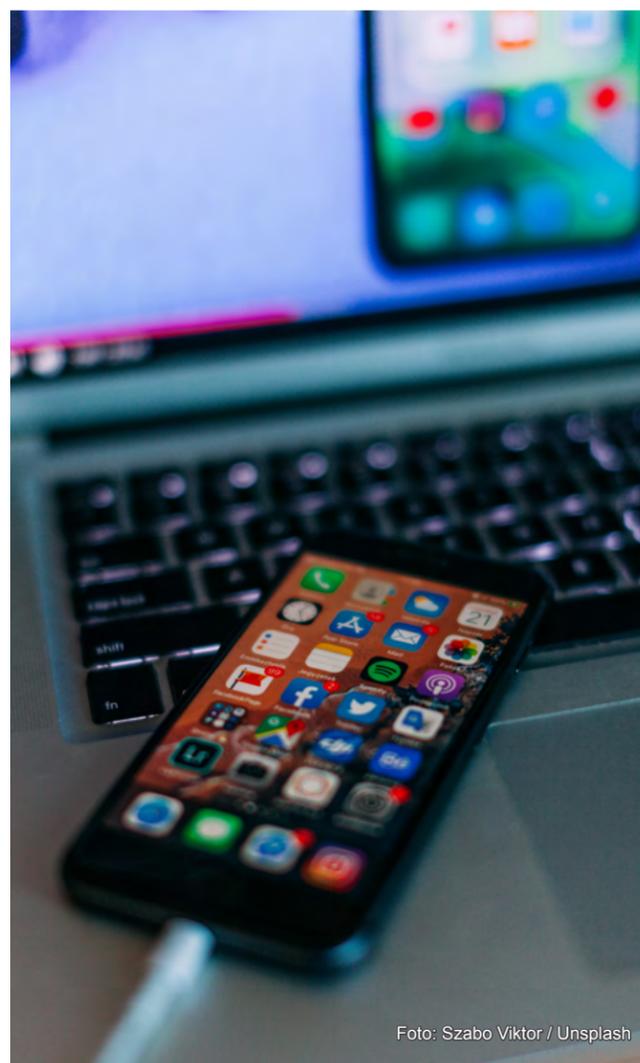


Foto: Szabo Viktor / Unsplash

Despite the increase of internet use, 86% mentioned they don't have more supervision. Therefore, 10% have used the internet for sexting and 15% have connected with unknown people.

“

With regard to perception of violence, 30% claim to have suffered from violence during the contingency. The most prevalent types of violence were emotional and psychological, followed by economic violence.

”

3 out of 10 youths living in violence consider this situation increased during the contingency.

According to them, fathers are the ones who inflict violence the most (31%), followed by other family members (31%), and mothers (23%) in third place.

Youths sense that their families solve problems by talking about what happened. However, 31% considered problems were

not solved, but rather ignored and allowed to pass, while 8% argued verbally and even insulted each other using swear words.

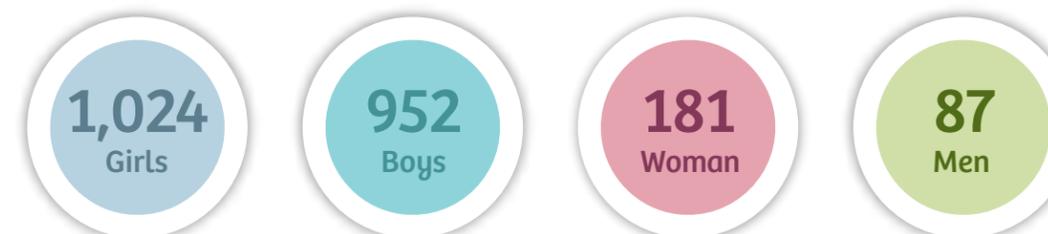
Only 4 out of 10 adolescents and youths who suffered violence have sought help, mainly due to fear, embarrassment, not knowing who to turn to, or not having received prior help.

“Phillipon’s T-shirt”

Phillipon’s T-shirt is a tale for children ages 3 to 8 that narrates several types of maltreatment with simplicity. In our experience, the tale’s candor has allowed many girls and boys to disclose similar experiences, and its educational adaptation engraves the tools to stand up against maltreatment in their hearts.

Beneficiaries of Phillipon’s T-shirt readings

On-site



Online



November 19: World Day for the Prevention of Child Abuse

On the occasion of the World Day for the Prevention of Child Abuse, Guardianes, together with the Paicabí NGO from Chile, the EXIL Center from Belgium and Spain and the IFIV Center from Barcelona, organized the conference “Parenting without violence”, delivered by Doctor Jorge Barudy. Doctor Barudy, international neuropsychiatry, psychotherapy, and family therapy expert, is a researcher as well as a good treatment and resilience advocate. He has written several articles and books on the topic where he provides guidance for parents, caretakers, and specialists to treat children with these tools.

During his conference, Dr. Jorge Barudy emphasized the following:

“
Good treatment is the greatest right children have, and it is fundamental for a healthy development.
 Good treatment guarantees healthy development of the mind, which entails healthy emotional relational, affective, motor and cognitive development. This, in turn, results in empathetic, solidary and altruistic
 ”



Our Projects

“Life project and the strengthening of gender equality in adolescents from highly vulnerable zones in Mexico City and State of Mexico”

Thanks to the support of Promotora Social México, we worked with adolescents from public middle schools from Iztapalapa, Ecatepec and Naucalpan. The aim was to help them identify the internal and external resources at their disposal that allow them to build a life project. The intervention could not be completed on-site, and after some talks with the directors of the schools, we concluded that the Covid-19 pandemic created the need of raising awareness online among adolescents on the type of relationships they establish. Therefore, we developed the talk:

From toxic dependence to love’s balance

Started in 2019 and completed in 2020.



In addition, research was conducted on the perception of adolescents on violence. We found that most of them are only able to identify physical violence and they fail to identify psychological or emotional violence. School is the setting where they identify violence, the most, mainly when perpetrated by classmates, and violence is viewed as a justified means to defend oneself. Bodily marks, sadness and fear are the most frequently identified consequences of violence.

Media presence: Radio and Television

67
Media
Appearances

January (9):

- Grupo Imagen with Paty Rodríguez Calva
- TV Educación
- La Jornada Newspaper
- Reforma Newspaper
- TeleFórmula De mamá a mamá with Gina Ibarra
- Las Noticias TVSA with Karla Iberia Sánchez
- MEGANOTICIAS TVC with Alex Piñón
- La Razón Newspaper
- Telediario de la noche with Carlos Zúñiga

February (3):

- Canal de TV "La octava" with Fernanda Tapia
- Las Noticias TVSA with Karla Iberia Sánchez
- Justicia TV with Mario Campos

March (1):

- ABC Radio con Miguel Ángel López

April (4):

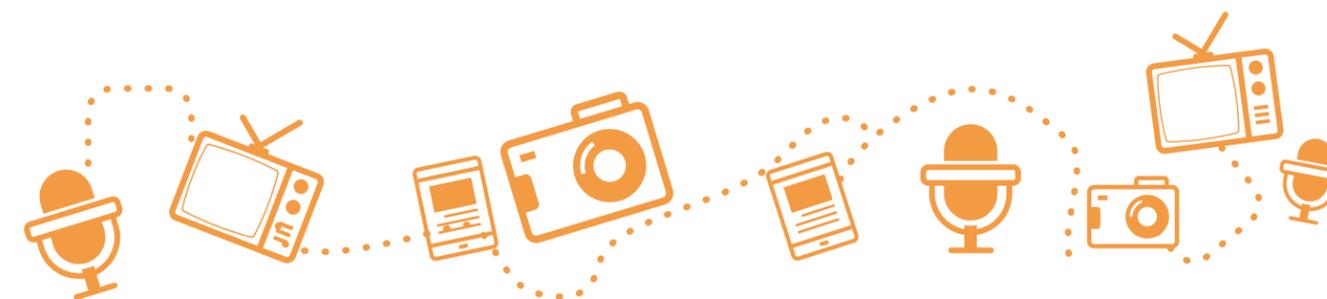
- 24/7 noticias with Norma Pérez
- Herald Radio with Lupita Juárez and Sergio Sarmiento
- Terapia, ADR Networks with Karla Iberia and Pablo Reinah
- Radio Ibero with Mario Campos

May (3):

- Entrevista with Danna García
- Entrevista with María Salma
- El Herald Radio with Sofía Guzmán and Alejandro Sánchez

July (8):

- Terraza magazine with Susana Maldonado
- Reforma Newspaper
- ACIR Noticias
- Revista RH | Revista el Sol de
- Soy Mujer
- Radio Tapachula
- Abanico Social Radio



August (2):

- Podcast "Mi vida de madre"
- FB Live "Ser mujer, mamá y más"

September (22):

- Abanico Social Radio
- Foro TV video with Karla Iberia
- El Herald Radio with Lupita Juárez and Sergio Sarmiento
- Uno TV with Pablo Reinah
- Radio Ibero with Mario Campos
- El Universal Newspaper
- La Razón with Sergio Ramos
- Multimedios
- ACIR Noticias with Eduardo González
- El Herald Radio Fin de semana with Sofía García
- Soy Mujer
- 24/7 Noticias
- Mamá natural TV
- La Octava TV
- Centro KIBO
- ADRNetworks Radio
- Excélsior with Laura Toribio
- Noticieros Televisa with Lupita Madrigal

- Radio y prensa Tamaulipas
- ADN40 con Mónica Garza
- Imagen Radio with Paty Rodríguez Calva
- ABC Radio with Miguel Ángel López

October (4):

- El Debate Newspaper
- "Enseña por México" Interview
- Red Noticias-Colombia
- Telepacífico Colombia

November (8):

- Podcast "Hambre de vida"
- De mamá a mamá Radio Fórmula
- Mamá Natural TV
- Ibero 90.9 FM with Mario Campos
- La Razón
- Milenio Diario
- Ser Mujer, mamá y más
- Revista Factor RH

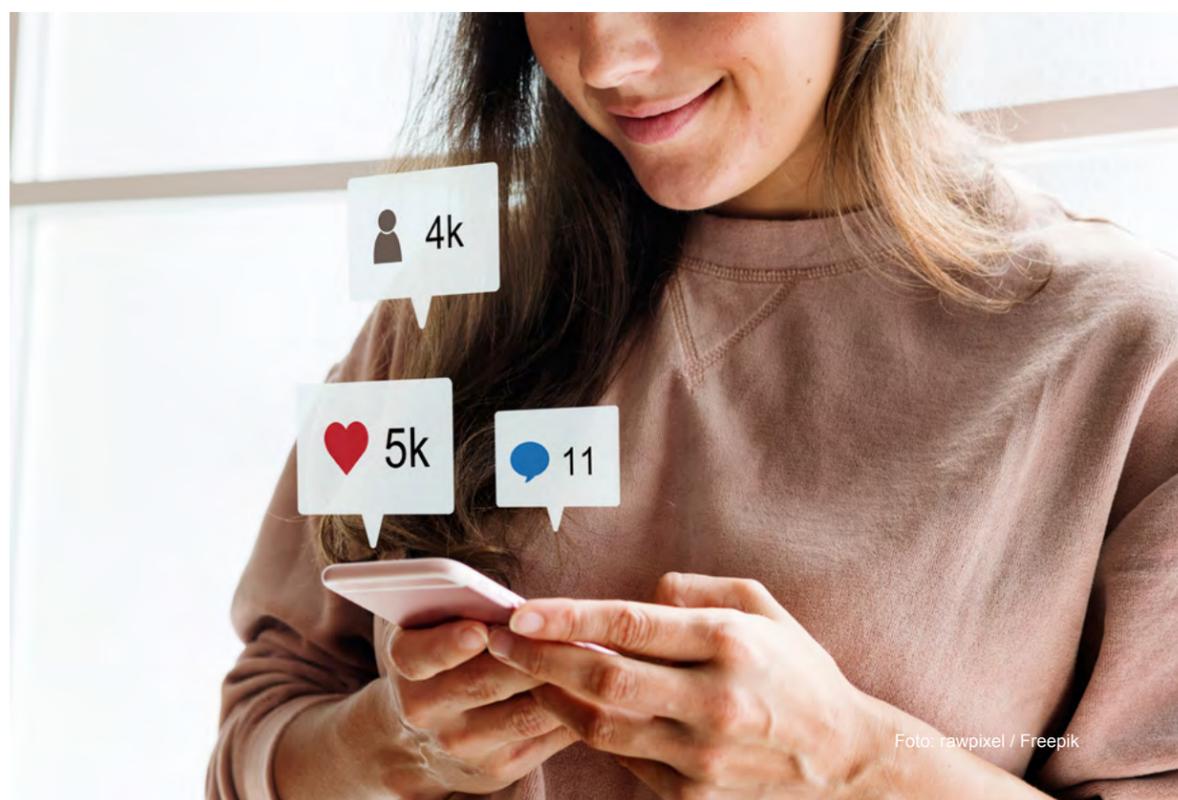
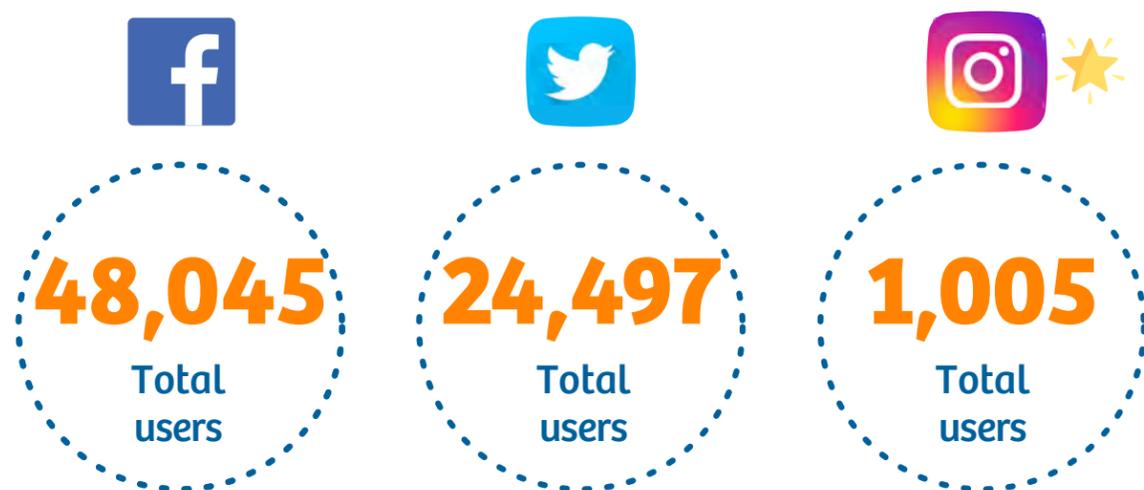
December (3):

- Portal Baby Creysi
- Animal Político
- Capital 21 with Saraí Mariscal



Social Media

Released on
March 31 2020.



Webpage

Thanks to the donation from AKTIEN TI, we were able to update our webpage so the users can browse our website more easily.



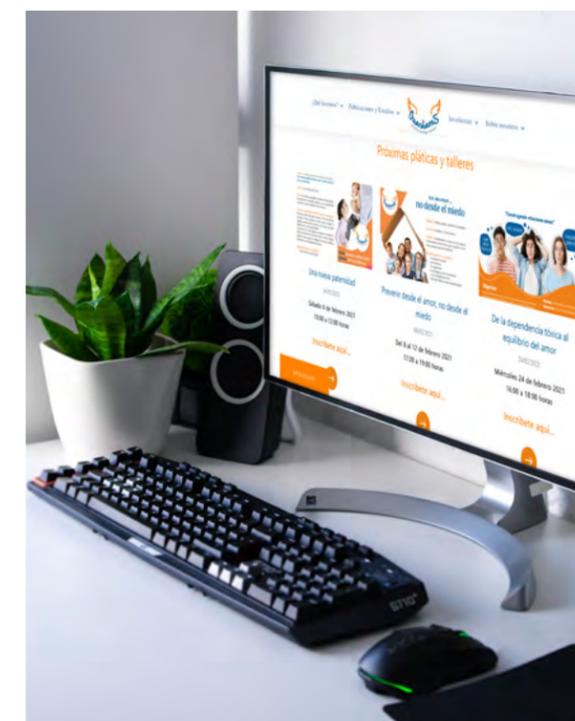
In response to the contingency, the section **#YoMeQuedoEnCasa (#IStayHome)** was created with the aim of promoting actions that raise awareness in adults about good treatment at home, as well as providing some tools to work with children in a positive parenting setting. To that end, we published in our webpage and social media:

70 Learning activities for children (**#EnCasaconFilipón #AtHomewithPhillipon**).

11 Infographics for parents and the general public.

20 Articles for parents and the public.

23 Videos for parents and the general public.



Income and Expenses

AFFECTIVIDAD Y SEXUALIDAD, A.C.

BALANCE SHEETS

AS OF DECEMBER 31, 2019, and 2020

Assets	2020	2019
WORKING CAPITAL		
Cash and current assets	\$5,399,344	\$6,797,774
Accounts receivable	\$14,585	\$77,350
Total working capital	\$5,413,929	\$6,875,124
NON-CURRENT ASSETS		
Equipment, net	\$334,521	\$502,371
Total non-current	\$334,521	\$502,371
Total assets	\$5,748,450	\$7,377,495
Liabilities	2020	2019
WORKING CAPITAL		
Sundry creditors	\$21,010	\$342
Other accounts payable and accrued liabilities	\$508,054	\$630,421
Total liabilities	\$529,064	\$630,763
BOOK EQUITY		
Restricted equity	\$5,219,386	\$6,746,732
Total equity	\$5,219,386	\$6,746,732
Total liabilities and book equity	\$5,748,450	\$7,377,495

AFFECTIVIDAD Y SEXUALIDAD, A.C.

STATEMENT OF ACTIVITIES

FOR THE YEAR ENDED DECEMBER 31, 2019, and 2020

Assets	2020	2019
Income		
Board of Trustees Donations	\$13,750,000	\$16,000,000
Companies Donations	\$44,546	\$3,179,702
Public in General Donations	\$51,640	\$131,431
Events	\$13,350	\$124,627
Notices and Government	\$527,338	\$518,324
Service revenue	\$209,753	
Total income	\$14,596,627	\$19,954,084
Expenses		
Administration	\$611,630	\$597,168
Notices and Government	\$15,633,420	\$17,044,901
Service revenue	\$12,819	\$14,189
Total expenses	\$16,257,869	\$17,656,258
Others (products)	(\$133,896)	(\$292,704)
Net change in book equity	(\$1,527,346)	\$2,590,530
Equity at the beginning of the year	\$6,746,732	\$4,156,202
Equity at the end of the year	\$5,219,386	\$6,746,732

Allies

- Alumbra
- National Human Rights Commission
- Early Institute
- ESRU Foundation
- Lexia Insights & Solutions
- Museo Memoria y Tolerancia
Museum of Remembrance and Tolerance
- Netquest México
- Pacto por la Primera Infancia Early Childhood Pact
- Paicabí
- Promotora Social México
- Red por la Primera Infancia y Adolescencia (RIA)
del Centro Mexicano para la Filantropía (CEMEFI)
Network for Early Childhood and Adolescence
of the Mexican Philanthropy Center
- Sistema Integral de Protección a Niñas, Niños
y Adolescentes (SIPINNA) National Integral
System for Children and Adolescents.

Acknowledgements

At Guardianes, we are deeply grateful to:

1. **Our Board of Directors**, for their trust and direction, as well as for their awareness and commitment towards the cause.
2. **Our beneficiaries**, for their trust and for letting us accompany them in designing their personal projects aimed at good treatment.
3. **Promotora Social México, ESRU Foundation, Lush & Berries, Aktien TI, KUO Industrial Group, ACIR Foundation and Google AdWords** for their support so we can benefit more children, adolescents, and the adults around them.
4. **To our allies**, especially:
 - Lexia Insights & Solutions and Netquest for helping us conduct the studies: Colombian adolescents and youths in quarantine: between violence and coexistence and Mexican adolescents and youths in quarantine: between violence and coexistence.
 - To the Remembrance and Tolerance Museum, especially the MyT Sesame Aisle for opening its doors so we can reach more beneficiaries, as well as for having the team join in to bring “Phillipon’s T-shirt” to life
5. **To our volunteer team**, who are always willing to donate their time to give voice to “Phillipon’s T-shirt”.
6. **To our Guardianes staff**, for contributing towards every achievement reflected in this report.
7. **To our individual donors**, whose ongoing support allows us to come closer to our aim: to have more children and adolescents experience good treatment in the settings they thrive in.



At Afectividad y Sexualidad we know that prevention of child sexual abuse and maltreatment is a task that should be done out of love and fear. Good treatment and positive parenting are the best prevention method.

Together we can do more!





Calzada General Mariano Escobedo 175, , first floor, Col. Anáhuac, Alcaldía. Miguel Hidalgo, C.P. 11320 Mexico City.



GuardianesMx



GuardianesMx



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www.guardianes.org.mx

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