

# MEDICAL IMPACT

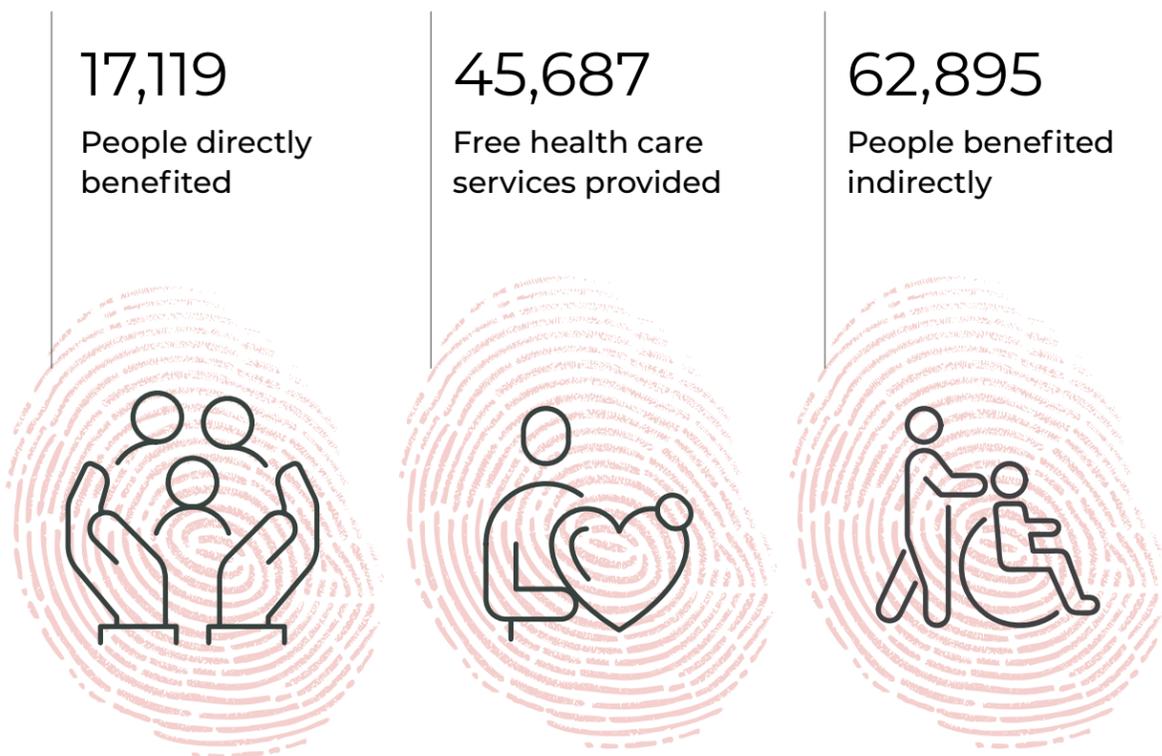
IMPACTING LIVES, PRESCRIBING HOPE

Annual Results Report 2024



# IMPACT DATA IN MEXICO

Our healthcare initiatives enable participants to access multiple services all in one place, offering the ability to address various health issues on a single visit.



05  
 Letter from the Executive Director

07  
 Presentation

08  
 Medical IMPACT Objectives

10  
 2030 Agenda for Sustainable Development

14  
 Strategic Lines

18  
 Impact Activities

22  
 Geographic and International Scope

26  
 Impact Activities – Achievements 2024

62  
 Funding

66  
 Donations

68  
 The Team

## LETTER FROM THE EXECUTIVE DIRECTOR

Traditionally, opening messages are directed to donors, allies (existing or probable) dedicated to the people who can add or contribute to universal health coverage through the efforts of organized civil society. However, this year I want to direct my message to my team:

When I dreamed of creating Impact, the first office, which was located inside a church garage, I never imagined the scope of reach and impact it has today. From each of your trenches, you achieved reaching tens of thousands of people with medicine – delivering both healing and hope to their homes.

Thanks to you there were hundreds of families who spent another Christmas with their loved ones. Thanks to you who saved the lives of hundreds of people who, if they had not received your support, would not be with us today.

You achieved change in the world. In every letter of the report you wrote, in every design, in every publication, in every word at the microphone, in every meeting, every zoom, every step was worth it. Today, this document presents the fruit of your work: more than 45,000 medical consultations to the most vulnerable populations of society, almost 20,000 medicines delivered, almost 7,000 vaccinated – numbers that even several hospitals added together could not do in a year.

The impact of your actions this year will reverberate in the destiny of thousands of people and grow a light of hope in the eyes of thousands of children. To all of you, your countries will be eternally grateful.

In closing, I would like to extend my deepest gratitude to our donors and allies, who believed in the crazy idea of achieving universal health coverage. Who believed despite the risk and despite the adversities that it was worth persevering to the last frontier of healthcare where the need is most profound. Who saw the need and did not remain silent. Who joined the call to bring vaccines, drinking water and medicine to the most remote places in Latin America and sub-Saharan Africa. Thank you, together we will change the world.

Dr. Giorgio Alberto Franyuti Kelly  
**Executive Director**



## PRESENTATION

**Medical IMPACT** is a non-profit, non-partisan, non-religious, non-governmental organization incorporated in Mexico with activities and global reach that seeks to empower the ideas and actions of agents of change through direct support in the field, promote teamwork in disaster situations and in communities with significant barriers to accessing health services, as well as provide medical equipment and medicines, conduct prevention campaigns and offer the highest standards of medical care for people with the greatest needs. It aims to create a culture of prevention, as well as to educate and raise awareness of volunteer personnel in the field of primary health care, as well as acute, chronic and infectious diseases.

## MISSION

To impact marginalized, forgotten and/or unprotected populations through humanitarian service oriented to wellbeing and integral health.

## VISION

To be an international example through the innovation of comprehensive healthcare in conditions of extreme marginalization, building upon the measures we have previously implemented.

## VALUES

**Medical IMPACT** was developed with the primary objective of preserving human rights and guaranteeing universal access to health under the premise of achieving the maximum benefit without harming the integrity of the person. This is why the members of the organization deeply identify with the **core values** on which **Medical IMPACT** focuses its actions.



Empathy



Altruism



Loyalty



Equality



Leadership



Authenticity



Perseverance



Discipline



Professionalism



Honesty



Humility



Diversity



Inclusion



# Medical IMPACT OBJECTIVES

## To provide quality humanitarian medical care

to communities that lack it as a result of economic barriers, political instability, **the location being difficult to access**, natural disasters and situations of marginalization due to various origins, whether natural or man-made, under the supervision of qualified medical personnel.

## Develop medical prevention campaigns

for communities with specific epidemiological needs.

## Provide preventive measures

aimed at neglected diseases such as: tropical diseases, Tuberculosis, HIV/AIDS and Malaria.

## Encourage good practices

in the dispensing and distribution of medicines, **contextualized to specific community needs**.

## Encourage inclusive Access to health services.

## Support and follow up on neglected communities.

## Strengthen local health systems through strategic alliances.

## Promote health and healthy lifestyles, as well as advanced medical education in the field.

## Provide high quality continuing medical education to health professionals.

## Advocate for the Human Right to Health

# Alignment to the 2030 AGENDA for sustainable development



Our objectives are aligned with the United Nations (UN) **Agenda 2023**, mainly with **Sustainable Development Goal 3: Health and well-being (SDG 3)** and its targets:

**3.2** End preventable deaths of newborns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births.

With the attention of early childhood, providing free medical consultation, vitamins for disease prevention, and medicines free of charge. In addition to prenatal consultations to promote proper perinatal health.

**3.3** End the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases:

- 3.3.1** “Number of new HIV infections...”
- 3.3.2** “Tuberculosis incidence...”
- 3.3.4** “Hepatitis B incidence...”
- 3.3.5** “Number of people requiring interventions against neglected tropical diseases”

Through the use of rapid tests for its detection.

**3.4** Reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.

With the care of people living with chronic degenerative diseases and the care provided by the psychology service.

**3.7** Ensure universal access to sexual and reproductive health-care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes

**3.7.1** “...women of reproductive age (aged 15-49 years) who have their need for family planning satisfied with modern methods”

With our interventions in sexual and reproductive education, and by providing family planning methods free of charge..

**3.8** Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all

Through our brigades we offer high quality health services, providing free medicines and vaccines according to the needs of each person.

**3.9** Substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination.

**3.9.2** “... unsafe water, unsafe sanitation and lack of hygiene (exposure to unsafe Water, Sanitation and Hygiene for All (WASH) services)”

In each intervention, information on the source of the water consumed and its treatment is recorded, allowing the detection of possible health risks and the issuance of recommendations to reduce them.

**3.b** “...provide access to affordable essential medicines and vaccines”

By providing free medicines and vaccinations that complete the basic vaccination schedule and are adapted to the clinical context of each person.



It is important to remember that all SDGs are interrelated, and our actions have strong linkages to other goals and targets:

**SDG2** End hunger, achieve food security and improved nutrition and promote sustainable agriculture.

**Target 2.2** By 2030, end all forms of malnutrition, including achieving, by 2025, the internationally agreed targets on stunting and wasting in children under 5 years of age, and address the nutritional needs of adolescent girls, pregnant and lactating women and older persons.

Our nutrition service helps to adapt the resources available in the communities to achieve a sufficient and balanced diet, in addition we provide different nutritional supplements appropriate to the age and clinical context of the people.

**SDG4** Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

**Target 4.7** Ensure that all learners acquire the knowledge and skills needed to promote sustainable development

Through our Education area, we offer refresher courses in the health area taught by trained professionals, at an affordable cost and aimed at a wide variety of audiences.

**SDG5** Achieve gender equality and empower all women and girls

**Target 5.6** "Ensure universal access to sexual and reproductive health and reproductive rights..."

**5.6.1** "Proportion of women aged 15-49 years who make their own informed decisions regarding sexual relations, contraceptive use and reproductive health care"

With our interventions in sexual and reproductive education, and providing family planning methods free of charge, in addition to prenatal control consultations offered to people during any phase of their pregnancy.

**SDG10** Reduce inequality within and among countries

**Target 10.2** By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status

**10.2.1** Proportion of people living below 50 per cent of median income, by sex, age and persons with disabilities.

All our interventions, events, plans and projects have an inclusive perspective in order to promote diversity of opinions and participation, and our actions are focused on supporting primarily the lowest income and most vulnerable populations.

**SDG17** Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development

**Target 17.7** Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships

We seek to generate alliances with multiple social actors to share resources, experience and knowledge with the ultimate goal of offering better services and benefiting those who need them most.

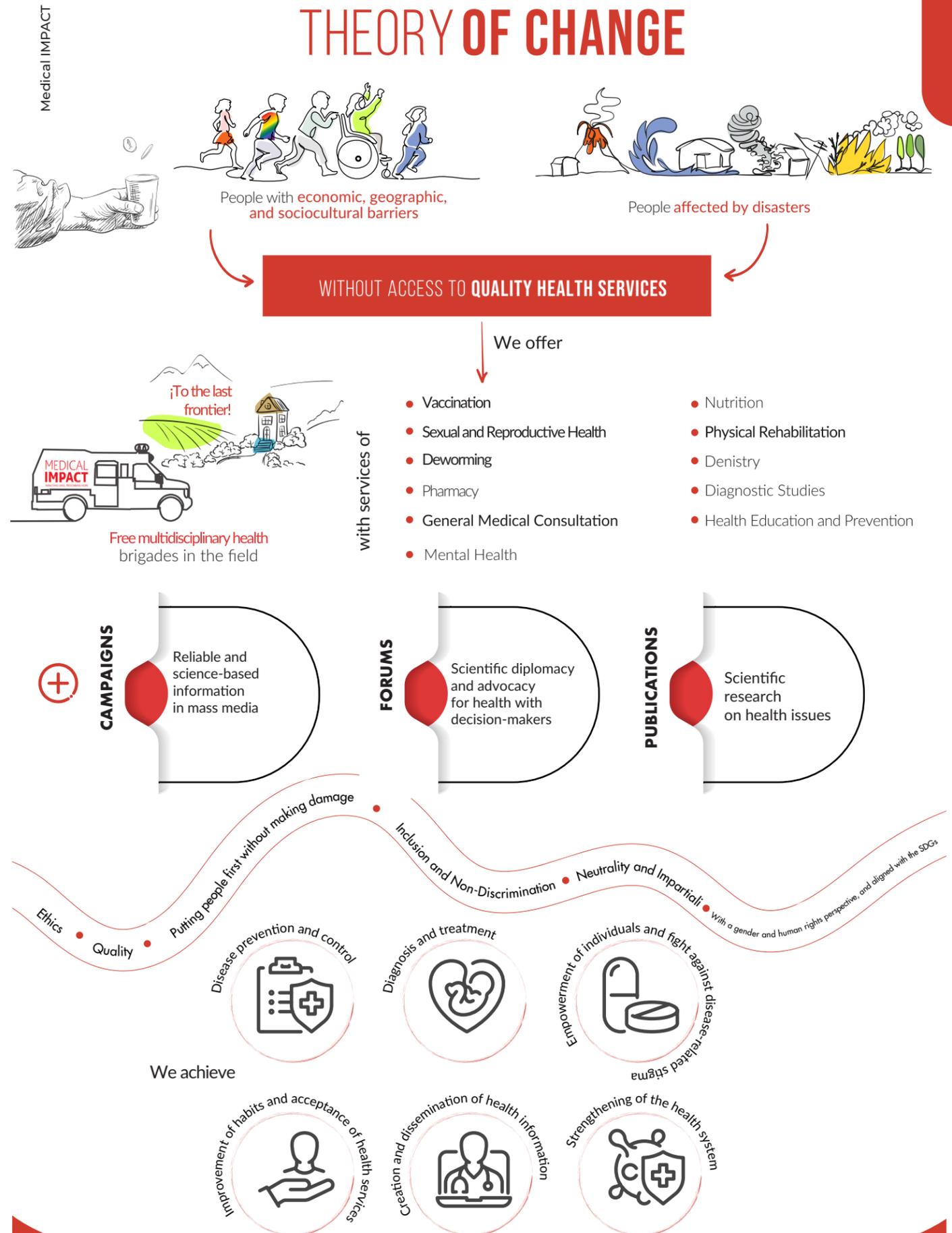


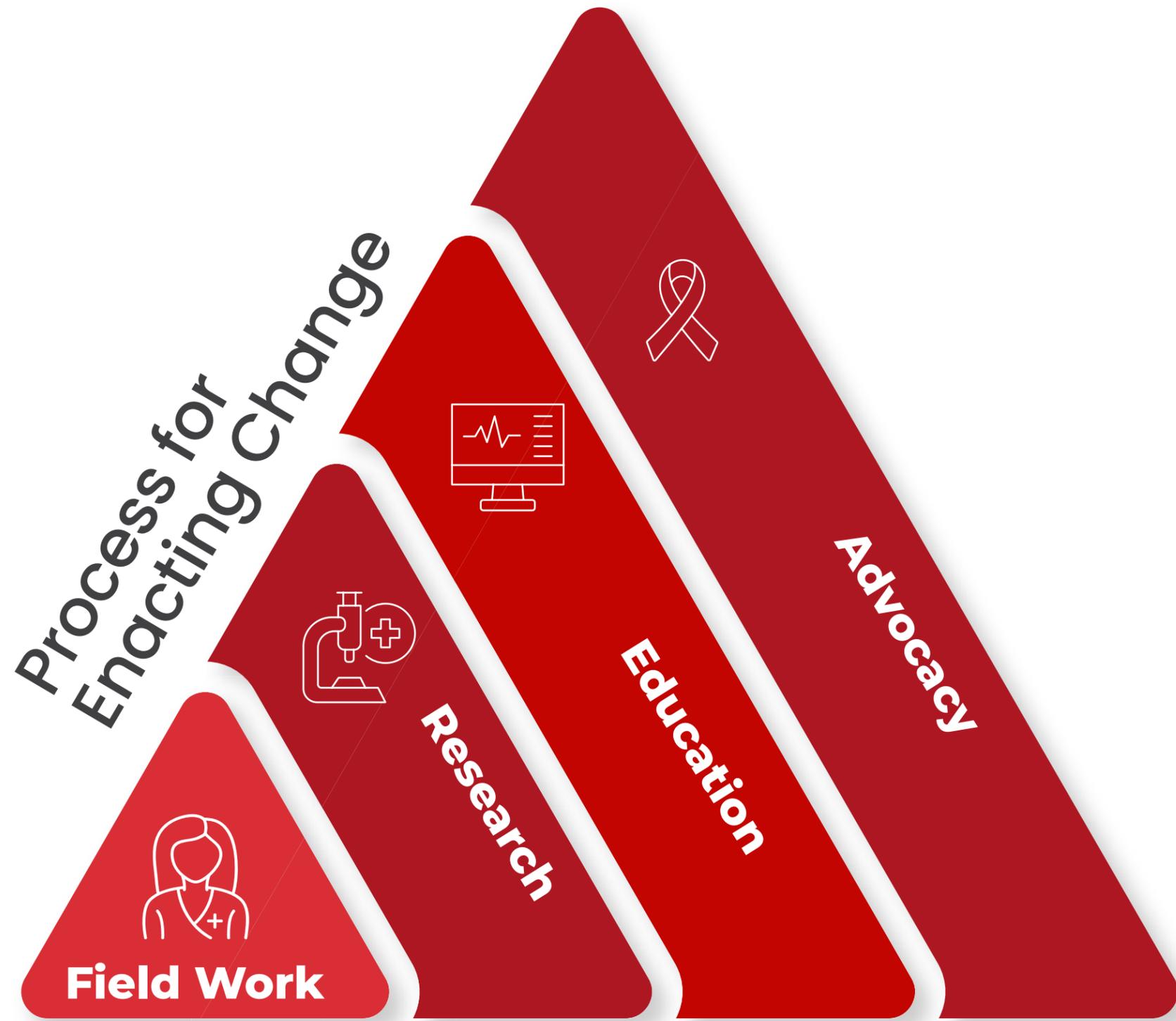
# strategic lines

Alliances and collaboration to **achieve objectives**  
Professionalism, quality, and innovation in services



# THEORY OF CHANGE





# IMPACT ACTIVITIES

## ONE

### MULTIDISCIPLINARY HEALTH FIELD CLINICS IN SITUATIONS OF EXTREME MARGINALIZA- TION, DIFFICULT ACCESS, OR DISASTER

- a) To provide primary and specialized medical care to communities of extreme marginalization, difficult access, and vulnerable populations or in extreme situations.
- b) To offer these communities comprehensive health services such as nutrition, psychology, physical rehabilitation, and dentistry.
- c) Provide Access to diagnostic aids to support medical decisions, such as rapid screening tests for HIV, Hepatitis C, Syphilis, and Dengue, electrocardiogram, ultrasound, spirometry, blood chemistry, prostate antigen, bone densitometry, and cervical cytology.
- d) To provide medications free of charge, after the consultation in accordance with medical findings.
- e) Humanitarian medical care, distribution of medicines and supplies, and execution of search and rescue field operations during disaster situations.
- f) Perform screenings for diseases that represent a risk for key populations and neglected tropical diseases.

## TWO PREVENTION CAMPAIGNS

- a) Selective implementation of specific prevention campaigns focused mainly on:
  - i. Neglected or stigmatized tropical diseases.
  - ii. Sexual, reproductive and women's health.
  - iii. Non-communicable diseases and mental health.
  - iv. Chronic degenerative diseases.
  - v. Emergencias sanitarias.



### THREE HEALTH PROMOTION ADVOCACY AND ALIGNMENT WITH GLOBAL AGENDA

- a) To be a voice representing vulnerable populations to the international community.
- b) To promote decision making aimed at modifying public policies, through the stimulation of political will and parliamentary fronts to restore or improve access and reach to health.
- c) Establish synergies with other like-minded organizations to promote outreach for the dissemination of vital information.
- d) Create and participate in forums and events of interaction between industry, academia and public and/or private institution to promote health.
- e) Promotion of human rights, especially the right to access to health services, equality, inclusion and non-discrimination, as well as the United Nations 2030 agenda and its interconnectivity with the SDG3.

### FOUR HEALTH EDUCATION, TRAINING, AND RESEARCH

- a) To develop courses, workshops and talks on prevention and health education for professionals in the area, in order to promote continuing medical education and the study of health sciences.
- b) Elaboration of scientific publications, with a focus on basic and clinical sciences and translational science.
- c) Publish reliable health information based on scientific evidence in mass media: social networks, magazines, newspapers, radio and television, as well as forums, congresses and seminars.

### FIVE VOLUNTEERING AND CITIZEN PARTICIPATION

- a) Development of the volunteer program for health workers, corporate volunteers in the field and local leaders.



### SIX ALLIANCES AND COLLABORATION AGREEMENTS

- a) Constant search for multi-sector allied organizations to achieve greater reach.
- b) Participation in regional, national and international networks to share information, achievements, best practices and create joint work plans.

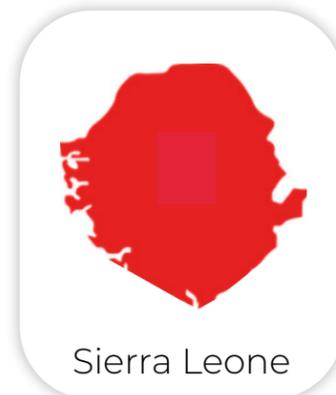
### SEVEN INSTITUTIONAL STRENGTHENING

- a) Continuous improvement in processes and work teams through certifications, accreditations and internal training.

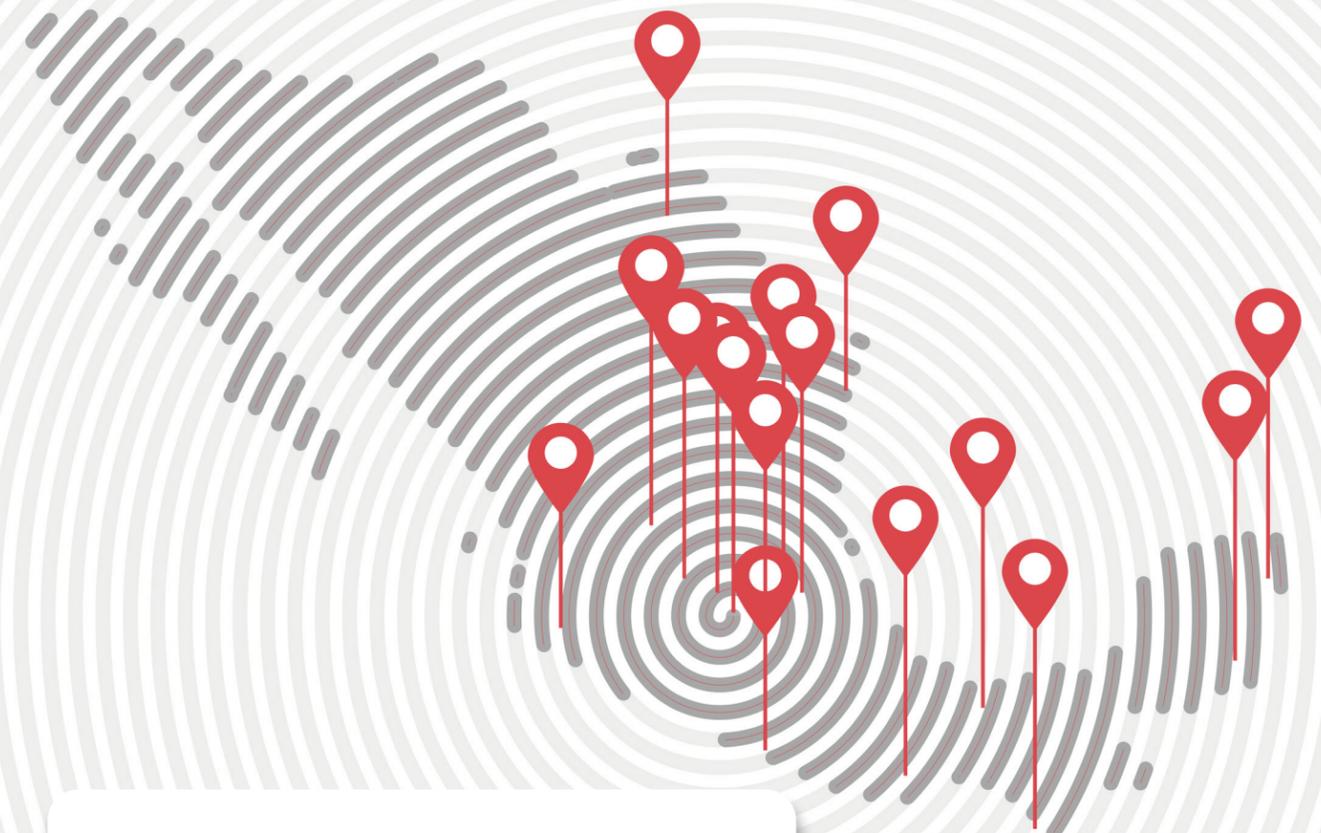
# NATIONAL & INTERNATIONAL GEOGRAPHIC SCOPE

## INTERNATIONAL OFFICES

We are proud to report that we will close 2024 with offices in **three countries**:



## GEOGRAPHIC SCOPE IN MEXICO 2017 - 2024



- Oaxaca
- Chiapas
- Guerrero
- Veracruz
- Puebla
- Tlaxcala
- Yucatan
- Quintana Roo
- Morelos
- Mexico City
- Estado de Mexico
- Guanajuato
- Zacatecas
- Jalisco
- San Luis Potosi
- Coahuila
- Tamaulipas
- Hidalgo
- Queretaro

# INTERNATIONAL GEOGRAPHIC SCOPE 2017 - 2024



# IMPACT ACTIVITIES ACHIEVEMENTS 2024

## 1. Multidisciplinary Health Field Clinics

In 2024, Medical IMPACT grew — and so did its achievements:

**4,500**   
general medicine consultations

**1,436**   
physical therapy consultations

**801**   
dental consultations

**779**   
nutrition consultations

**464**   
psychology consultations

**104**   
fluoride applications

**We started telemedicine consultations**

**19,232**   
different medicines and  
vitamins were provided free  
of charge

**13,273**   
diagnostic aids were  
provided\*

\*Including: rapid screening tests for HIV, Hepatitis C, Syphilis and Dengue, electrocardiograms, ultrasounds, spirometry, glucometry, blood chemistries, prostate antigen tests, bone densitometry and cervical cytology.



## International Impact

This past year, thanks to the various alliances we have made, we were able to have an impact outside of Mexico.

In **Sierra Leone**, an estimated 2,258 people were impacted. In **Colombia**, a total of 1,364 services were provided, including 92 rapid tests for the detection of STIs, 252 people vaccinated, 24 psychological care, 22 people who received family planning counseling, and more in 6 multidisciplinary health clinics in the field.



## Dispatch protocol

**Medical IMPACT** has a multidisciplinary team in charge of being activated in emergency cases. In 2024, constant interventions continued in the areas mainly affected by the passage of Hurricane Otis in Guerrero at the end of 2023 in order to support the recovery of the affected people; later, actions had to continue in these locations due to the passage of Hurricane John towards the end of 2024. This protocol was also activated on 2 more occasions, one in Chalco, State of Mexico, due to flooding caused by heavy rains; and in Quintana Roo after the passage of Hurricane Beryl.

During the activation in response to this protocol, we deployed field operation clinics made up of different health care stations. These are integrated by:



1. Patient registration and triage
2. Deworming module
3. Delivery of vitamins
4. Medical consultation
5. Physical rehabilitation consultation
6. Dental consultation
7. Nutrition consultation
8. Psychological consultation
9. Pharmacy
19. Education and art
11. Diagnostic Tests (VIH, Sífilis, Hepatitis C)
12. Diagnostic aids
13. Vaccination

A total of **12 field operation clinics were deployed in 2024** in response to these emergency situations, providing a total of 10,879 health services:

Total health services provided	10,879
Directly Benefited Individuals	3,793
<b>Multidisciplinary Consultations</b>	<b>2,808</b>
General Medicine	1,835
Physical Rehabilitation	383
Nutrition	196
Dentistry	234
Psychology	124
Fluoride Applications	36
<b>Diagnostic Support Services</b>	<b>973</b>
Spirometry	36
Electrocardiograms	21
Ultrasounds	63
Glucose Tests	669
Rapid HIV Tests	176
Rapid Syphilis Tests	7
Dengue Tests	6
Medications and Vitamins	6,419
Dewormed Individuals	3,198
Vaccine Doses Administered	1,181
People Reached through Education and Art	401
Procedures (wound care, ear washings)	107
People who received Health Education	98





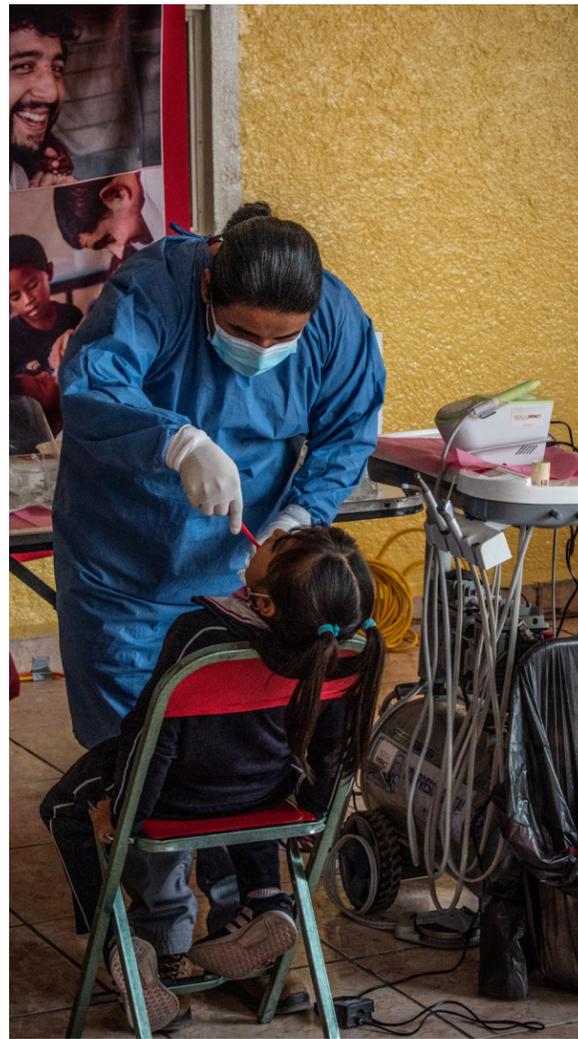
This year, we had the honor of **assisting a childbirth and welcoming a new life** in the community of Cochoapa el Grande, Guerrero — the municipality with the highest poverty rate in the country and one that was affected by Hurricane John.



## Health outreach clinics

Through monthly outreach field clinics, health services were brought to underserved communities in the Valley of Mexico that do not have easy access to medical care or other essential resources, with the goal of helping to reduce the gaps in access to health care in Mexico and improve people's quality of life.

During these clinics, the following stations were set up to provide care to the populations:



**60 field clinics were deployed** in the metropolitan area during 2024, providing a total of 10,327 health care services:

Total health services provided	10,327
Directly Benefited Individuals	4,175
<b>Multidisciplinary Consultations</b>	<b>2,025</b>
General Medicine	1,079
Physical Rehabilitation	459
Nutrition	103
Dentistry	198
Psychology	183
<b>Diagnostic Support Services</b>	<b>4,298</b>
Spirometry	51
Electrocardiograms	71
Ultrasounds	59
Blood Glucose Tests	541
Rapid HIV Tests	1,439
Rapid Syphilis Tests	751
Hepatitis C Tests	592
Medications and Vitamins Delivered	4,122
Dewormed Individuals	1,453
Vaccine Doses Administered	628
People Reached through Education and Art	45
Procedures (wound care, ear washings)	55
People who received Health Education Medicine	234

## 2. PREVENTION CAMPAIGNS

### México Desparasitado

**9,797** Dewormed people

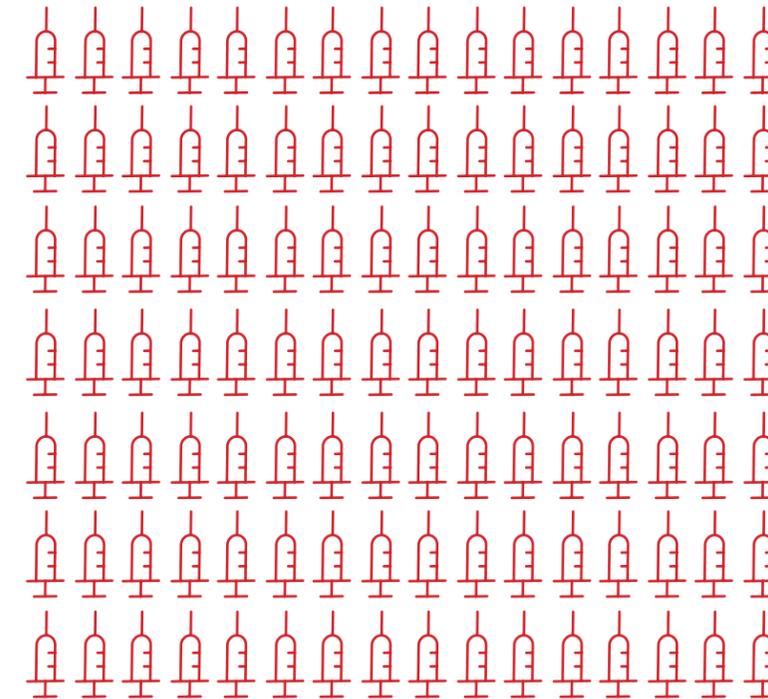
In response to Mexico's lag in the prevention of infectious gastrointestinal diseases, especially in hard-to-reach and rural areas, a series of preventive actions have been carried out. These include:

- 1) Use of audiovisual material for the identification of risk factors, signs and symptoms of parasitosis and different alternatives for its prevention;
- 2) Distribution of sufficient and adequate doses of medication for all the people who attend the deworming campaign and for their families;
- 3) Health education at the time of delivery of the medication with the objective of explaining how to take the medication, the importance and frequency of deworming, and to resolve any doubts that may arise on the part of the beneficiaries.



### México vacunado

Thanks to the effort maintained throughout the year, and the collaboration with multiple allies, in 2024 we benefited 9 states of the Mexican Republic with **6,898 doses** of vaccines applied, which were distributed as follows:



**1,131 doses**  
TD

**337 doses**  
Hexavalent

**67 doses**  
Rotavirus

**44 dosis**  
BCG

**157 doses**  
HPV

**27 doses**  
TDPA

**2,342 doses**  
Influenza

**158 doses**  
DPT

**318 doses**  
SR Double viral

**540 doses**  
COVID 19

**547 doses**  
Pneumococcal 13 conjugate

**650 doses**  
Hepatitis B

**519 doses**  
SRP Triple Viral

**60 doses**  
Pneumococcal 23 polysaccharide

**1 doses**  
Varicella



Total  
**6,898 doses applied**

### Project: **Ve por ellas**

Focused on promoting the sexual and reproductive health of women and people with gestational capacity living in the communities where we have access. In 2024 we provided tools through health education for decision making in relation to their family planning interests and made available to people a subdermal contraceptive implant preloaded in a disposable applicator, always preceded by a complete medical consultation to corroborate the viability of this method for each person.

### Project: **Salud sexual y reproductiva para todos**

Through sex education available in all our brigades and the implementation of a specific module for this purpose and for the application of rapid tests for the detection of STI's, we seek to enable the population to make informed decisions regarding their sexuality and to obtain freedom and autonomy, exercising their sexual rights.

During this year 2024 we reached **370 people impacted** by means of **sexual education** alone, as well as the application of rapid detection tests (which are accompanied by personalized sexual education) with the following distribution:



In addition to these actions, two fixed field clinics were opened to provide care to key populations, located in the Tabacalera neighborhood of the Cuauhtémoc delegation, where all the services available during our brigades are offered, providing dignified and respectful care to key populations such as the LGBT+ community, sex workers and migrant populations.



## Bone Clinic+

### Bone and metabolic health screening for people living with HIV

In order to raise awareness among the population living with HIV about the importance of health care, screening was offered: for bone density, through the application of calcaneal bone densitometry; to identify metabolic disorders, renal and hepatic lesions, blood chemistries were performed, all situations associated with the prolonged use of antiretroviral therapy. In addition to the above, medical counseling was provided to all users who received screening tests.

During 6 months, we offered these services in the metropolitan area of Mexico City and the State of Mexico, thanks to the support of CAPASITS in the State of Mexico and allied organizations in Mexico City.

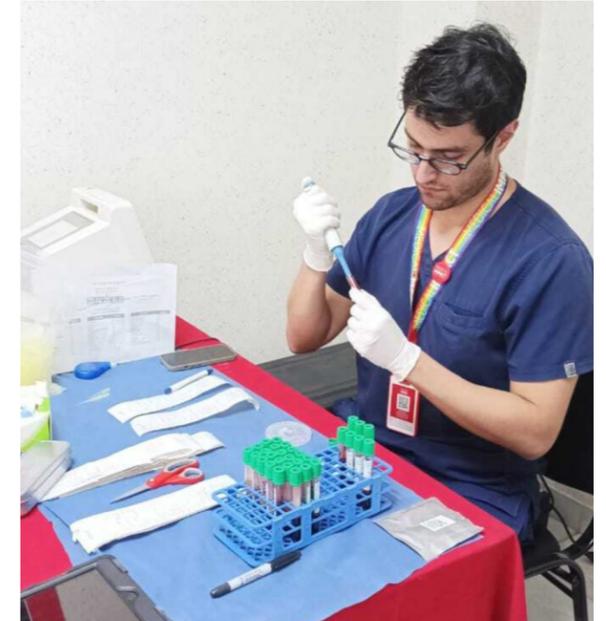
**325 personas**  
benefited directly

**974 total attention**  
health services

**324**  
blood chemistries

**325**  
bone densitometry tests

**325**  
medical counseling sessions





### 3 HEALTH PROMOTION ADVOCACY AND ALIGNMENT TO THE GLOBAL AGENDA

The Health Advocacy area at Medical IMPACT specializes in promoting advocacy on public health issues through science diplomacy. Its mission is to translate scientific evidence into concrete actions that promote health policies based on data and oriented to the common good.

It stands out for its ability to build strategic alliances with organizations, groups and associations, which strengthens its reach and legitimacy. These collaborations are key to broadening the impact on the discussion of priority public health issues.

The Health Advocacy area has a strong presence at the local, national, regional and international levels, which allows it to address health challenges from a comprehensive and multisectoral perspective. Its experience is reflected in the organization of legislative forums, commemorative events in government buildings and spaces for dialogue that position health as a central issue on the public agenda.

Through these initiatives, the Health Advocacy area connects the scientific community with decision makers, promoting an inclusive and informative dialogue with a global vision, always with the objective of improving people's quality of life.

### 3.1 Media coverage

A variety of national and international media outlets covered our actions and presence during the year. Reporting on a variety of topics ranging from antimicrobial resistance, our actions in Guerrero, State of Mexico and Quintana Roo in response to various emergency situations and other advocacy events that were carried out to have a presence with decision makers and achieve actions, plans and measures that positively impact the health of the population.

**These media outlets include:**

- Televisa
- RTG
- Buenos días Acapulco
- Radio Formula
- Xpro TV



In 2024, our social media platforms have played a key role in amplifying our mission and connecting with a global audience. Through a comprehensive communication strategy and the use of engaging, relevant content, we have significantly increased our online presence. This growth has not only enhanced the visibility of our initiatives and campaigns but has also fostered stronger interaction and engagement with our followers, volunteers, and donors. Below is an analysis of our social media performance, highlighting the key achievements reached during this remarkable year.

<p><b>f</b> Facebook  <b>14,759</b> followers  <b>792,073</b> views  <b>966,617</b> unique accounts reached</p>	<p><b>@</b> Instagram  <b>6,643</b> followers  <b>173,166</b> views  <b>153,028</b> unique accounts reached</p>
<p><b>▶</b> Youtube  <b>373</b> suscriptions  <b>92,967</b> views  <b>979.3</b> watch hours  <b>14</b> Podcast episodes</p>	<p><b>in</b> LinkedIn  <b>1,887</b> followers  <b>37,978</b> audience reached  <b>1,199</b> reactions</p>
<p><b>🎵</b> TikTok  <b>686</b> followers  <b>121,172</b> video views  <b>81,683</b> audience reached</p>	<p><b>🌐</b> Official website  <b>14,000</b> active users  <b>32,000</b> new users  <b>35,000</b> visits to the different pages  <small>Top users by country: Mexico, Spain, United States, and Peru</small></p>
<p><b>📧</b> Official newsletter  <b>448</b> suscriptions  <b>3,964</b> Newsletters delivered</p>	<p><b>i</b> Outdoor advertising  <b>300</b> Bus stop advertising</p>



### 3.2 National and International Forums

We participated in more than **90 forums this year**. We were present in Mexico in states such as Chiapas, Mexico City and the State of Mexico. Congresses, dissemination events, awareness-raising, health promotion and meetings with decision-makers and high-level national meetings.

- Signing of the Commitment #EICáncerEnLaAgenda | January 31, State of Mexico
- Policy recommendations to accelerate the recovery of childhood vaccination coverage. Childhood Pact | February 15, Mexico City
- Legislative Forum on Rare Diseases | February 28, Mexico City
- Civil Associations Fair | March 14, Mexico City
- Lighting of the Tuberculosis Frontline | March 19, Mexico City
- Meeting with the Participation Directorate of Toluca | March 25, State of Mexico
- Forum of the Mexican Tuberculosis Network | April 16 to 20, Chiapas
- TB Challenge | April 21 to 28
- Signing of the Childhood Pact, presidential and government candidates | April 22, Mexico City
- Signing of the Childhood Pact Miguel Hidalgo | April 30, Mexico City
- AMIIF General Assembly | May 14, Mexico City
- Signing of the Childhood Pact, Chiapas delegation | May 21, Chiapas
- Meeting with the Participation Directorate of Toluca | June 13, State of Mexico
- Global Pact Red México, Business Network for Sustainability | June 26 and 27, Mexico City
- AGENDA: Diversity and Inclusion Conversation from a Health Perspective | June 27, Mexico City
- 8th Interinstitutional Immunization Symposium | July 3, Yucatán
- TB Expert Meeting Latin America | August 1-2, Chile
- Congress: Vaccinology 2024, Mexican Association of Vaccinology | August 8-10, Mexico City
- Exhibition inauguration: War in Ukraine, Childhood Kidnapped, Embassy of Ukraine in Mexico | August 13, Mexico City
- Signing of Collaboration Agreement between CCE and CENACED for rapid response to emergencies derived from natural phenomena | August 19, Mexico City
- XI Pan American Conference for Harmonization of Pharmaceutical Regulation (CPARF) | August 21-23, Mexico City
- Collective Visions: Nurturing Health Proposals | September 4, Mexico City
- Breastfeeding Forum | September 11
- CIX National Meeting of the Mexican Association of Professors of Microbiology and Parasitology and the XX Congress of Students of Microbiology and Parasitology | September 19-21, Mexico City

- Securing Digital Futures for Young People's Sexual Health and Rights | 22 de septiembre, Nueva York
- Health Diplomacy and International Cooperation for the Global Fight Against Hepatitis | 23 de septiembre, Yale Club, Nueva York
- CAN THE TRAVEL INDUSTRY LEAD THE WAY? Climate and Health Financing: Moving from a Shared Vision to Joint Action | 23 de septiembre, Nueva York
- New York University Langone Health (NYULH) Center for the Investigation of Environmental Hazards (CIEH) Plastic and Human Health Symposium | 23-24 de septiembre, NYULH, Nueva York
- Reestrategizing Civil Society Engagement for Pandemic and Global Governance | 24 de septiembre, Nueva York
- Panel Pandemics, Climate, Conflict: Preventing Future Shocks, Latin America and the Caribbean | 24 de septiembre, Nueva York
- Breaking the Resistance: Fighting AMR and TB together for a Healthy Future, Stop TB Partnership | 24 de septiembre, Nueva York
- Science Summit 2024: One Health Plenary | 25 de septiembre, Nueva York
- Reimagining Primary Health Care with Human-Centered Design | 25 de septiembre, Nueva York
- Informal Youth Summit of The Future | 25 de septiembre, Nueva York
- Safeguarding women's and children's health, while fighting antimicrobial resistance, UNTAID AND UNFPA | 25 de septiembre, Nueva York
- The Future Can't Wait Shaping tomorrow, today | 23-26 de septiembre, Nueva York
- Asamblea Anual 2024 de Fondo Unido - United Way México | 16 de octubre, Ciudad de México
- Innovation to End TB Stigma, Stop TB Partnership | 22-23 de octubre, Ginebra, Suiza
- Foro Política Pública en materia de vacunación materna | 6 de noviembre
- REDECIM Red de Cooperación Internacional Mexicana, Informe anual 2024 | 7 de noviembre, Ciudad de México
- Conexión Día Nacional de la Dermatitis Atópica, SANOFI y Bioderma | 22 de noviembre, Ciudad de México
- Cathy Barrow. Unidos por Guerrero: Música para la reconstrucción | 24 de noviembre, Ciudad de México
- Premios Compartir 2024 CEMEFI | 26 de noviembre, Ciudad de México
- Encendido de luces del frontispicio de la Heroica Cámara de Senadores en Conmemoración del Día mundial de la lucha contra el SIDA | 27 de noviembre, Ciudad de México
- Rodada y encendido de luces en Alcaldía Cuauhtémoc
- High-level meeting on the fight against AMR | Organización de las Naciones Unidas, Nueva York
- Asamblea General de las Naciones Unidas #79 | Organización de las Naciones Unidas, Nueva York



## 4. HEALTH EDUCATION, TRAINING, AND RESEARCH

With the commitment to expand its impact, **Medical IMPACT** seeks to promote and strengthen continuing medical education to benefit a greater number of people through health professionals updated with diverse theoretical and practical knowledge and trained in skills that allow them to provide better care and continue helping those who need it most.

With this goal in mind, we offer training courses and workshops at affordable prices for professional and trainee health personnel. Our 2024 Continuing Education and Training program included the following courses and workshops:

- Insulin therapy and management of hypoglycemic patients
- **Bandages workshop**
- Workshop on blood gas interpretation
- **Mexican Sign Language Workshop for Health Professionals**
- Interpretation of Chest X-Ray
- **Effective interpretation of blood biometry and blood chemistry**
- Prevention and management of Burnout Syndrome
- **Ophthalmology Selected Topics: Conjunctivitis**
- Endocrinology Masterclass Pearls: Hypothyroidism and Hyperthyroidism
- **Accompanying the terminally ill patient**
- Venoclysis and solution calculation
- **Workshop on basic interpretation of skull CT**
- Prevention of depression and suicide in the health sector
- **Gestational Diabetes Masterclass**
- First level management and treatment of TCE
- **Polycystic Ovary Syndrome Masterclass**
- Respiratory Therapy
- **Workshop on electrocardiogram interpretation**
- Workshop on blood sampling
- **Masterclass on Caustic Poisoning**
- Workshop on Diagnostic Imaging in **Abdominal Emergencies**
- Masterclass on Prostatic Hyperplasia
- **Webinar on CVD**
- Workshop on Lung Field Exploration
- **MPox Webinar**
- Masterclass on hypertensive emergencies
- **Masterclass on anaphylactic shock**
- Masterclass on clinical approach to acute myocardial infarction: strategies and protocols
- **Cholelithiasis, diagnosis, management and complications**
- Workshop on Disasters and Complex Emergencies
- **Masterclass on: Diagnosis and Treatment of Urinary Tract Infections**
- Treatment and timely management of nosocomial pneumonia
- **Masterclass on: Antimicrobial Resistance**
- Masterclass: Burns and pyrotechnics



We offered **44** courses and workshops, **14** in classroom mode and **30** online. We had a coverage of **610 health professionals trained** in some of the topics of our continuing education catalog.

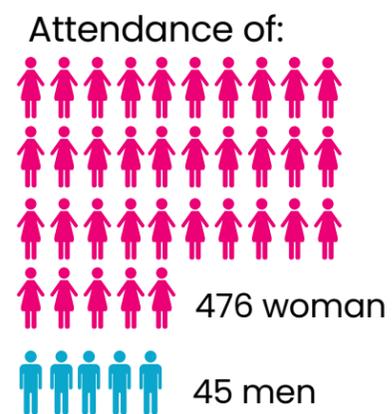
We reached **1,666** people through the **“Education and Art”** initiative, where children, in particular, were able to enjoy moments of learning and connection.



As a special request from the National Women’s Institute (INMUJERES) of the state government of Guerrero, we gave the:

### “Workshop on prevention and timely detection of breast and cervical cancer”

which included didactic elements and activities to generate participation among those attending the course. **Seventeen** workshops were held in the same number of municipalities



**Total: 517 people**  
of which **14.11% (73 people)**  
were of indigenous origin.

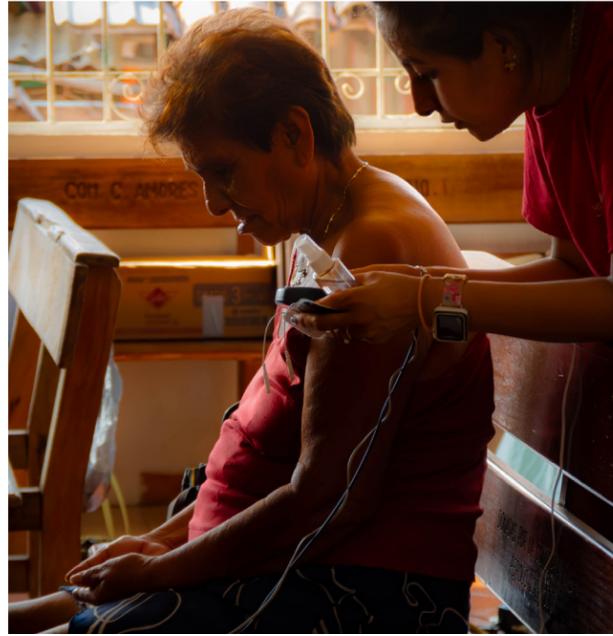


## 5. VOLUNTEERING AND CITIZEN PARTICIPATION

### Volunteer program for healthcare professionals

An invaluable part of the success of a field clinic that seeks to create a favorable impact in the communities are the volunteers who lend their time, knowledge, effort and dedication so that the people who come to the field clinic receive the best possible care and the hope that we seek to leave in each of our interventions.

This is why our volunteer program seeks to grow stronger every year. In 2024, 78 people participates in our volunteering program for health professionals and the general public.



### Sponsored Volunteering Events

#### Health and nutrition

With the support of Slow food, Red de banco de alimentos, Alimento para todos, Colectivo Alfa, Manos amigas, Inclusivo quien lo lea, and Corporativo Apple México we carried out Disco sopa, a collaborative cooking activity of rescued food to raise awareness and fight against food waste. It took place on Sunday, May 26, at the community kitchen “Manos Amigas” located at Pedro Moreno #113-Local A, colonia Guerrero, Cuauhtémoc, Mexico City.

One Health is a comprehensive approach that recognizes the interconnection between human health, animal health and environmental health. It aims to design and implement public health policies, research and actions that consider these three pillars to prevent diseases, ensure food security and face threats such as climate change and pandemics. This approach is key in the fight against zoonotic diseases (such as COVID-19 or avian influenza), antimicrobial resistance and other global health problems, which makes the Sustainable Development Goal of Health and Well-being closely related and interconnected with the other SDGs.



## Limpiemos Xochimilco

Thanks to the collaboration with “Ruta del Ajolote” and the support of volunteers from DHL, on Saturday, October 26, 2024, the volunteer activity “Limpiemos Xochimilco” was carried out, which consisted in the collection of water lilies in the canals of Xochimilco, which is considered an invasive species because it does not belong to the ecosystem of the locality and alters the ecological balance of the area. This invasive plant interferes with the harmonious development of the native flora and fauna of the area, as well as with the transportation of the communities, their economic activities and even their food source.



## Johnson & Johnson Global Pro-Bono 2024

As part of its pro-bono volunteer program, Medical IMPACT participated in the “Data System Management & Training” project, in which we received 3 international volunteers from the United States, Chile and Switzerland. They worked for 3 weeks to strengthen the Data Management area, improving the processes of data collection, storage and analysis. In addition, they were integrated into the operational activities of the organization by supporting a brigade to learn first-hand the circuit of a field intervention. They also participated in talks with Medical IMPACT’s decision makers so that the proposals and documents generated could be put into action within the organization.

## Restauracion de Xochimilco

In conjunction with Ruta del ajolote, Pyxera Global and Johnson & Johnson, a team of 25 volunteers took part in the restoration of a Chinampa in Xochimilco, which is an ancestral and efficient method of agriculture that also forms a complex ecosystem with great effects on the climate and air quality of Mexico City. The objective of this action was to create an environment conducive to the development of the hummingbird, one of the main pollinators of the region and whose lack of natural habitat puts its survival at risk, thus contributing to the improvement of air quality by recovering the ancestral chinampa and at the same time promoting the restoration of hummingbirds as the main pollinators of the area, helping the rest of the crops in the region.



## PWC's ScopeAthon

As part of PWC's support program for Civil Society Organizations, PWC participated in the “ScopeAthon” event in which a large group of volunteers helped produce a complete “Scoping roadmap” to identify common problems and generate proposals for possible solutions. The process, divided into two sections, 1) Understanding and defining a challenge, 2) Building a proposed process to address the challenge, took place in April. From this event, the Medical IMPACT team received training to improve processes and support them through the use of AI as a tool.

## Citizen Participation

### Diverse health for colored bodies

A gathering of sexual dissidences to celebrate quality of life and wellness in community where people were invited to participate in various physical and cultural activities, workshops and talks to raise awareness of collective diversity and promote health within the community. The event provided various spaces to share ideas and interact in a festive and safe environment, in addition to offering rapid detection tests for STI's and promoting sexual health.



### Cathy Barrow. United for Guerrero: Music for Reconstruction

A concert with a cause whose proceeds went to support the people affected by Hurricane Otis, in the framework of its anniversary. In this great event the famous violinist Cathy Barrow delighted the audience with a special selection for this solemn date while a collection of photographs taken during the various brigades in Coyuca de Benitez, a community affected by the meteorological event, were projected.



SIX

# ALLIANCES AND COLLABORATION AGREEMENTS

In this 2024 we continue to grow in **Medical IMPACT**, we continue to implement the best practices of transparency and continuous improvement to continue helping more people. But none of this would be possible without the collaboration with all institutions from all sectors, allies, benefactors, social service providers, cooperation networks, with whom we share the great goal of working for a world with access to health for all people.

## NETWORKS



## ORGANIZATIONS



# 7 INSTITUTIONAL STRENGTHENING

This year was one of great growth for Medical IMPACT and this brings with it the responsibility and the need to achieve institutional strengthening so that help can reach more people. It is thanks to the collaboration of all the institutions from all sectors, allies, benefactors, social service providers and cooperation networks that we have been able to reach our objectives and it is because of them that this achievement can be accomplished.

With the ultimate goal of providing greater transparency and reliability in 2024 we passed the CASE accreditation and remain part of the PYMO Marketplace.

CASE (Compliance and Sustainability Evaluation) is the certification that PYMO grants to organizations that have demonstrated compliance with Mexican regulations, impact with a specific project, have clear and transparent finances that reduce the investment risk for donors, and have a solid internal structure and a good service model.

## 7.1 Monitoring, Evaluation, and Data Management

The creation of the area of Monitoring, Evaluation and Data Management in 2024 allowed us to improve accountability, impact measurement, the recounting of the results of our various activities and to become an organization that creates scientific knowledge.

From this area, we began the digitalization of several processes to move towards greater operational and administrative efficiency. The collection of medical information in several of our services is now done electronically, allowing better monitoring and data collection in the field, which allows us to better understand the populations served and make better decisions in order to achieve the greatest benefit for the impacted communities.

With the use of satellite internet acquired this year, we are now able to maintain communications even in geographic areas that do not have conventional telecommunications. This increases the safety of our team and optimizes our collection of epidemiological information in the communities visited, being especially favorable in disaster situations in which communications are interrupted and most of the health services are not available, so we have valuable information for the planning and execution of support plans in these circumstances.

Number of iPads for field data collection: **15**

### Technological Infrastructure for Data Management

- Data Collection: Jotforms
- Data Analysis: Power BI, Excel
- Data Transmission: Starlink



## 7.2 Staff training and development

At Medical IMPACT, we understand that the key to generate real and sustainable change lies in the constant learning and continuous training of our team. Throughout 2024, we have focused on managing training that strengthens the skills and knowledge of each of our collaborators, allowing us to face the challenges of the current environment with greater capacity and efficiency.

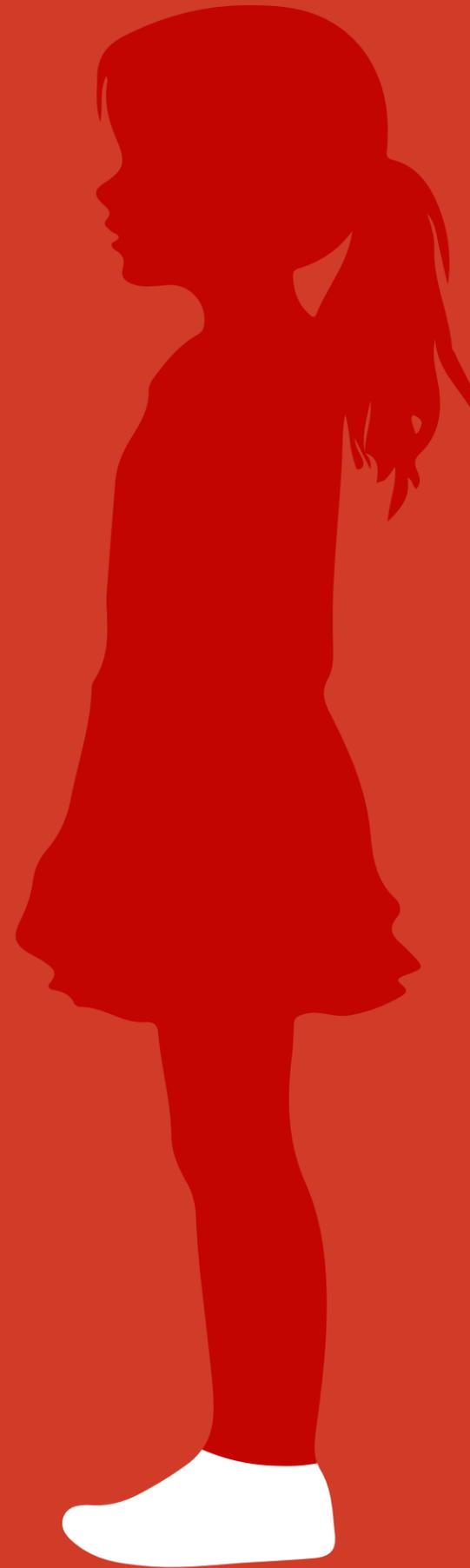
The various training experiences we have had this year have not only enriched the professional profile of our team, but have also been fundamental to improving our practices and keeping us aligned with international standards in crucial areas such as public health, sustainability and international cooperation. Below is a list of the main trainings taken this year, reflecting our commitment to development and continuous improvement.



- Measurement, impact and ESG criteria for companies
- REDECIM. Access to International Cooperation Bootcamp
- Fire control training
- HIV, Syphilis and Hepatitis C application training.
- CivicHOUSE. Polis 2024 Policy with Impact from Civil Society.
- Vitamin Angels. Vitamin A supplementation and deworming for service providers.
- Diversity Workshop
- Course-Workshop on Ponsetti Method
- Introductory workshop on forest fires
- Online course on basic interpretation of spirometry
- Portable USG Refresher Workshop
- Training on the use of portable laboratory
- Training on use and interpretation of calcaneal densitometry
- First Medical Symposium on HIV
- Vaccinology Congress
- XXII HIV Day
- Community Brigades Workshops on risk and disaster prevention and civil protection 2024
- Course on Collection Centers in Mexico City
- EC-0610 Alignment Course. Execution of search and rescue actions for victims in collapsed structures, light level.
- Course on temporary shelters
- Course on the risk of pyrotechnics use.
- Course on preventive measures in case of volcanic activity.

**Medical IMPACT** works hand in hand with private institutions, public institutions, and other non-governmental organizations that have the same objective: to support the most vulnerable communities; to obtain economic and material resources that guarantee the operation and fulfillment of the organization's objectives.

# funding

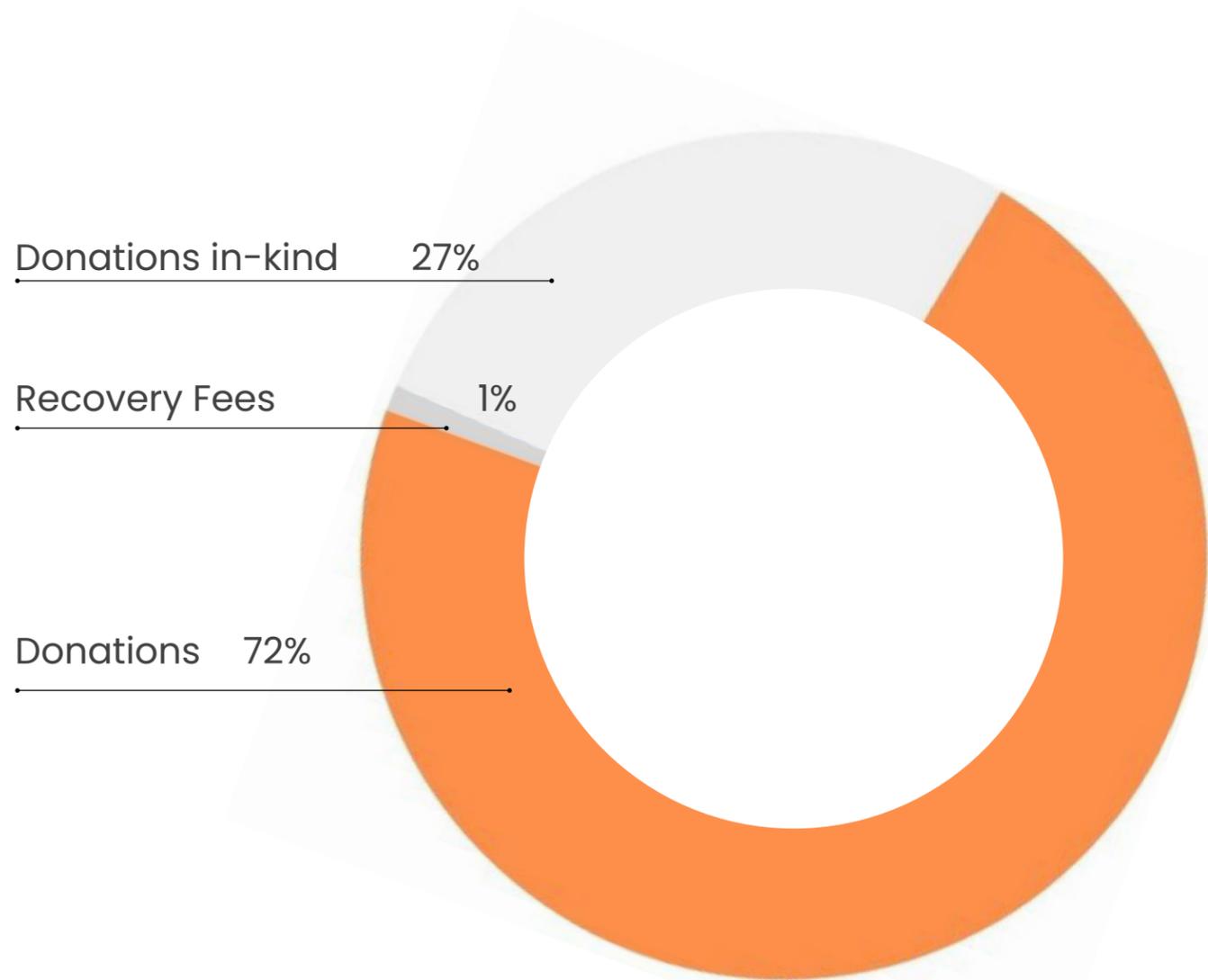


Medical IMPACT obtains resources through the implementation of:

1. Courses and workshops
2. Specialized healthcare services for corporations and/or public institutions
3. Individual and corporate donors
4. Cause-based sales campaigns
5. Sponsored community events

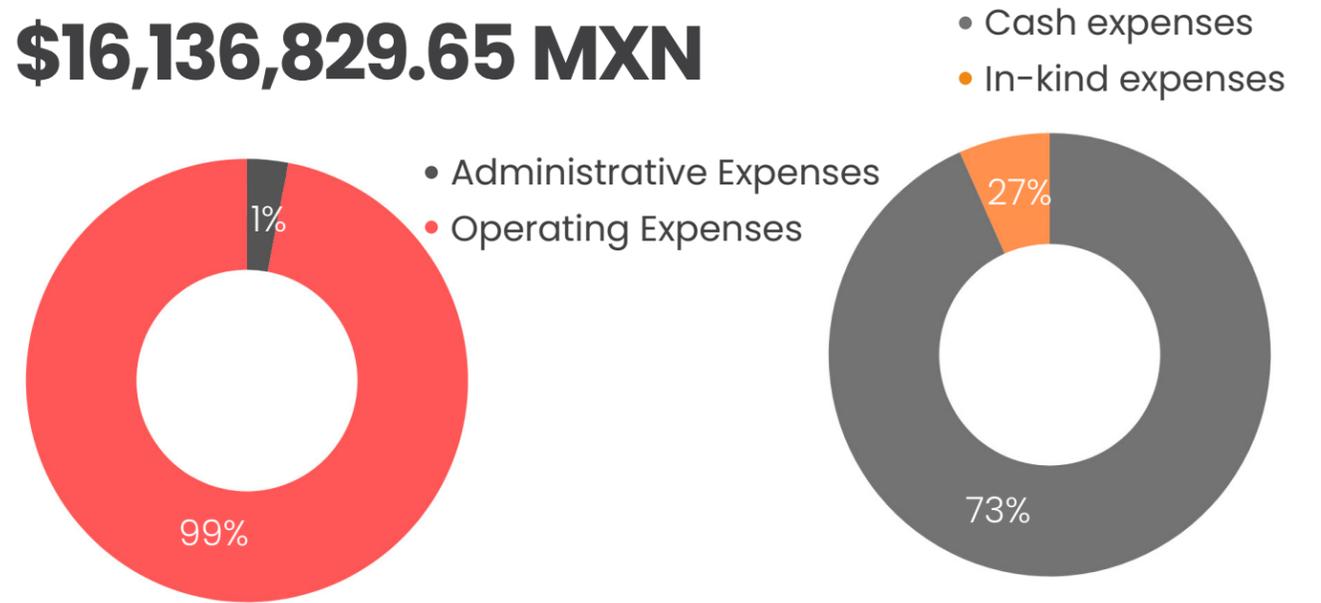
### Revenue 2024

Total  
**\$18,759,353.58 MXN**

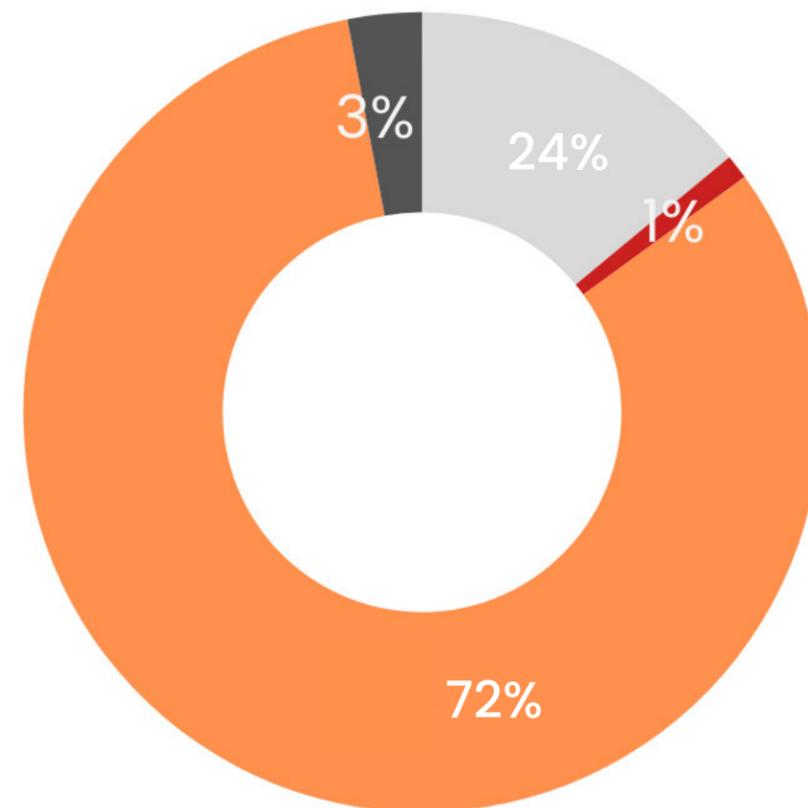


### Expenses 2024

Total  
**\$16,136,829.65 MXN**



### Distribution of operating expenses



Operating Expenses 2024  
**\$15,976,329.65 MXN**

- Logistics expenses: travel and transportation
- Permits, memberships, and programs
- Medical supplies, medications, and medical equipment
- Communication

*\*In-kind expenses do not appear in the annual declaration due to a lack of mechanisms to represent them, but there is evidence of their delivery.*

# how to support

Support received by the organization is classified into three categories:

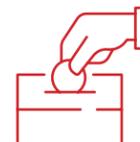
**In-kind:** Medications or medical supplies that are not expired, are in good condition, and remain sealed. If expired medications or supplies with broken seals are received, they are separated and delivered to SINGREM A.C. for proper disposal and reporting.



**Volunteering:** Any healthcare professional who has the availability, aptitude, and approval from the organization to participate in brigades or other activities is welcome. However, the organization is also open to inviting professionals from other fields, such as communication, cinematography, administration, design, law, international relations, etc.



**Economic:** Donations will only be deposited into the Banorte account of IMPACT OUTREACH A.C.



## Principles and Best Practices of Humanitarian Donation

In accordance with the internationally adopted Principles and Best Practices of Humanitarian Donation from the United Nations High-Level Meeting in June 2018, Medical IMPACT is committed to providing humanitarian care focused on saving and protecting human life with neutrality, impartiality, independence, and autonomy, and in alignment with the Sustainable Development Goals.



- **Giorgio Alberto Franyuti Kelly**  
**Executive Director**
- **Areli Yazmín Pérez Olmos**  
**Medical Director**
- **José Alberto Cernicchiaro Guadarrama**  
**Director of Development and Outreach**
- **Gabriel Sánchez Sánchez**  
**Operations and Volunteer Coordination**
- **Jaquelin Domínguez López**  
**Field Operations Coordination**
- **Fabiola Beltrán Florín**  
**Health Education Coordination**
- **Sergio Antonia Gomar Hernández**  
**Human Resources Director**
- **Enrique Israel Monroy Jiménez**  
**Monitoring, Evaluation, and Data Management**
- **María Belia Kelly Herrera**  
**Public Relations**
- **Karina Hernández Bravo**  
**Immediate Disaster Response Programs**
- **Luis Ángel Ortiz Padilla**  
**Health Advocacy Coordination**
- **Miriam Sugay Armas Nuñez**  
**Executive Assistant**
- **Mónica Razo Martínez**  
**Accounting and Financial Analysis Coordination**
- **Monse San Román Flores**  
**Communication Coordination**
- **Diana Jimena Cárdenas López**  
**Project Coordination**
- **Mariela Regina Ramírez Cuamatzi**  
**Project Coordination**

- **Manuel de los Santos Villavicencio**  
**Project Coordination**
- **Laura Pacheco Pacheco**  
**Mixtec Translator and Warehouse Manager**
- **Karla Rodríguez De Los Ríos**  
**Event Coordination**
- **Miguel de Jesús Fragoso Salazar**  
**Health Education Officer**
- **Gonzalo Enrique Polito Cuellar**  
**Marketing and Design**
- **Hannia Guadalupe Pérez Cruz**  
**Psychology**
- **Yecaterina M. Khovliaguina**  
**Design**
- **Andrés Mena Peón**  
**Events**
- **Mariana Karina Navarro Hernández**  
**Events**
- **Samanta Estefani Márquez Velez**  
**Medical Care**
- **Ricardo Daniel Ramírez Santiago**  
**Medical Care**
- **Metzli Nicolás Montalvo**  
**Nursing Care**
- **María Fernanda Álvarez**  
**Medical Care**
- **Carlos Alberto Cueto Raygoza**  
**Nursing Care**
- **Rodrigo Ignacio Martínez Hernández**  
**Biomedical Engineering**
- **Juan Andrés López Villarraga**  
**Healthy Eating Promotion**
- **Diego Gomes Da Silva De Rosenzweig**  
**Healthy Eating Promotion**

MEDICAL IMPACT - COLOMBIA

- **Rodrigo Restrepo-González**  
**Executive Director, Colombia**
- **Sandra Escandón**  
**Deputy Director, Colombia**
- **Sebastián Patiño Rueda**  
**Project Coordinator, Colombia**

- **Alieu Badara Sesasy**  
**Executive Director, Sierra Leone**
- **Adikalie M. Kam**  
**Project Coordinator, Sierra Leone**
- **Mohamed S. Bangura**  
**Finance Coordinator, Sierra Leone**
- **Mariama Kargbo**  
**Administrative Coordinator, Sierra Leone**
- **Mariama Fullah Bangura**  
**Volunteer Coordination, Sierra Leone**
- **Martin Ibrahim Bangura**  
**Project Coordination, Sierra Leone**
- **Mohamed A. Bangura**  
**Monitoring and Evaluation Coordination, Sierra Leone**





DELEGACION MPAL.

SN. GASPAR

C. ALSAVERA

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Alcaldía Benito Juárez, Ciudad de México.