



2018

ANNUAL REPORT





***«Transform yourself transforming, become
another helping another»***

Dr. Alfonso Ruiz Soto

Index

Origin of Grupo Altía

About Us

- Mission
- View
- Values

Altía Educatio - Programs

1. Training
2. Accompaniment
3. Sensitization
4. Crisis Intervention

Aliances

Aliances Strategic

Events

Awards and honours

Patronage

Operative team

Contact media

Origins of Altía IAP Group

From his childhood and after living a particular experience, Dr. Alfonso Ruiz Soto is determined to discover why people suffer. This essential questioning led him to deepen in studies of human behavior, successfully developing the educational proposal parallel that works as a complementary to the traditional system, Semiology of Daily Life®, (Semiología de la Vida Cotidiana).

In September 1989, a group of enthusiastic people responded to the internal call to serve those who need it most, and created Alborada which means "the new day that emerges; that

new light that emerges from the hearts every morning".

This is how together they began the life experience of the service, helping two hundred and fifty people with motor disabilities resident in the Hospital for Chronic Patients, Dr. Gustavo Baz Prada, in Tepexpan, State of Mexico.

On October 30, 1991, "Grupo Altía, I.A.P." was formally established and the "Mexico Country of Light" the program was launched, which aimed to improve the quality of life and the conditions of existence of marginalized Mexicans and vulnerable sectors.

Among the most representative projects were:

1. Support to 1st floor institutions.
2. Support to marginalized indigenous communities: donation of pantries, footwear, blankets.
3. "Now I can move around" (Ahora puedo desplazarme): donation of walking sticks for the blind, transfer wheelchairs, special chairs for children with cerebral palsy and wheelchairs, Independent Living model. In partnership with FHADI and VIM, the Social and Labor Integration program was held.
4. Chronic renal patients: payment for hemodialysis and medications that are not subject to kidney transplant, poor resources and no social security.
5. Support for contingencies, disasters and accidents: in the country, sending water, medicines.
6. Temporary shelters in our facilities, as well as a collection center.

On May 13, 2017, within the framework of the celebration of the 25 Years of Grupo Altía, Dr. Alfonso Ruiz Soto launches the New Social Intervention Program: "Altía Educatio", turning towards the Institution the responsibility of unfolding the Educational Model of Semiology of Daily Life at the service of young people and

adults of low resources, so that they elaborate a project of life in conscience, to reach the fullness of Being and personal fulfillment, having a positive impact on the individual, the couple, the family, and society, promoting more than ever, the 7 sources of Unconditional Love, understood as:

Affection:
manifestation of unconditional love and full acceptance of the other.

Support:
Generate the favorable conditions to enhance the growth of the other.

Understanding:
Generate maximum empathy towards the person and their context.

Pleasure:
Achieve the supreme realization of Being, being carried out in the actions you perform.

Inspiration:
Be a source of admiration and motivation towards others.

Knowledge:
Understand the principles of the Semiology of Daily Life to be applied in the present moment.

Recognition:
Appreciate and accept the qualities and virtues of the other.



Who we are



Alfía Group is a Private Assistance Institution with more than 27 years of experience generating the conditions conducive to raising the level of awareness of people through the service.

Mission

Encourage the development of the individual through the strengthening of their potentials, providing tools that promote self-knowledge to achieve full personal, family and social development.

View

In 2023 Grupo Alfía is a leading organization in the reduction of biopsychosocial risks that, through its intervention model, allows the person to reconcile with himself and his environment.

Values

Service vocation
Empathy
Commitment
Teamwork
Support for
Honesty

Interventional Model

It is an educational proposal that the Institution makes available to young people and adults for the knowledge of their own being, whose main essence is that each person knows themselves, discovers and recognizes their potentials, takes responsibility for their decisions and achieves generate your Life Project in harmony, which Grupo Altía, IAP He develops it through four programs:

1 Training Program

The increase in self-knowledge is developed in the individual through the strengths of their human potentials and the impact it has with the 4 spheres of personal fulfillment (Health, Work and Vocation, Family and Social Life).

Through lectures, courses and assimilation workshops, the Altía Educatio Model allows natural, youth and adults to develop a life project, focused on a full realization of themselves:

Informative
conferences on
various topics of
Daily Life.

Courses under
the Semiology
Model of Daily
Life.

Induction Workshops
that the individual
introduces to the
Altía Educatio
Training
methodology.

Workshops of
Assimilation of the
information
acquired to be
implemented in your
life.

This educational model transforms lives favorably in a harmonious, deep and permanent way. **The participant:**

- Identifies traits of his personality that allows him to understand himself and generate empathy with others..
- Knows how to identify, manage and transform the friction points that occur in everyday life.
- Make decisions assuming the consequences.
- Live in peace!
- He is responsible for living his sexuality fully.
- Generate an integral life project.
- Knows how to face duels and manages to transcend their losses

Results

40

Conferences

57

Courses in 5 locations

840

Scholarships for 336 people in courses

8

Workshops

700

Beneficiaries

Population Profile

- People with visual, motor and multiple disabilities.
- Family members of people with disabilities.
- Single mothers.
- General public.

Headquarters: 21st Century National Medical Center - Altia Group in Iztacalco - Cuauhtleco Foundation in Texcoco - UNAM Emotional Health Festival - Ministry of Health - Festival for children with long hospital stays.



Interventional Model

2 Accompaniment Program

It aims to accompany the person in the process of internal reconciliation and their environment to develop a comprehensive life plan, through individual Semiology Consultations of Daily Life, as a couple or family.

Follows up the person in the process of internal reconciliation and their environment to develop a comprehensive life plan.

Resultados

213

Beneficiaries

3712

Queries

48

Certified Consultants

HEADQUARTERS:

Altía Group in Iztacalco.
Altía Group in Casa Jardín.
Cuauhtleco Foundation.

Thanks to voluntary contributions in exchange for this service, approximately 2 tons of pantry were delivered to Alimento para Todos, I.A.P.

It is carried out through Consultations in Semiology of Daily Life at an individual, couple or group level.



Interventional Model

3 Awareness Program

It promotes empathy and social inclusion of people through the visibility of various social problems, through donation events and Awareness Workshops.

The donation events currently held by Grupo Altía, IAP, are: donation (orthopedic braces) and supports (of tools for the development of people with social disadvantage), awareness events and workshops (Route of smiles, Workshops of awareness of disability and social problems).

Results

991

Beneficiaries

7

Awareness workshops

23

Transfer wheelchairs for children and adults.

162 services for **33 beneficiaries** with financial support: older adults and people with disabilities.

991

Donations

35

Special wheelchairs for children with Cerebral Palsy.

17

Specialized orthopedic devices.

Route of the Smiles

300

Children

300

Girls

200

Babies

In 4 communities with limited economic resources:

1. Common Good, Pueblo Santo Tomás Ajusco.
2. Association Virgen Medjugorje IAP, Nezahualcóyotl.
3. Population adjacent to Grupo Altía, I.A.P., Iztacalco.
4. Cuauhtleco Foundation, Suburb Elsa Margarita, Texcoco.
5. Tolimán, Querétaro.



Interventional Model

4 Crisis Intervention Program

Provide emotional restraint in crisis to people who have been in a situation of social crisis or natural disaster.

- Individual containment.
- Containment in couple.
- Group containment.

135 Certified Volunteers in Semiology Consultancy of Daily Life, are ready to act before any social contingency.



Integral Construction Funds

Following the events that occurred in September 2017, Grupo Altía, IAP, allocates all proceeds through its donors, to this Strategic Fund, which maximizes the impact on the population of the states of Mexico, Morelos, Oaxaca and Chiapas, in which it seeks to restore, in the long term, the social organization and habitat of small affected communities, where sustainable community development is fundamental as the basis of recovery, and social participation.

The general strategy of the Fund considers for its operation, work on three main lines:

1

**The
construction of
the habitat.**

2

**The restoration of
equitable economic
processes.**

3

**The
strengthening of
the social fabric.**

To achieve this, the Fund created a common pool of resources from various Financial Allies and individual donors; which were channeled to Fundación Merced and this one in turn, to Operational Allies that work on integral recovery projects in the affected states.

To achieve this support, Fundación Merced launched a call in these states to present its project; through an evaluation committee, they evaluated the initiatives and the projects were chosen; Subsequently, resources were delivered, they are being followed up to allow the strengthening and exchange of learning.



Mexico state

Ecatzingo, State of México

Goals:

Participatively recover 40 homes, through training.
Reconstruction of 4 houses.
Collaborate in the rehabilitation of schools.
Strengthening the local economy through workshops on productive projects.

Direct Beneficiaries: 863 population.

Morelos

Hueyapan, Morelos

Goals:

Stabilization of affected slopes to reduce risk of landslides.
Reforestation of the slopes of Cerro el Mirador and its surroundings.
Rehabilitation of the community center "El Mirador."
Capacity development of horticultural producers.

Direct Beneficiaries: 250 population.

Totolapan Morelos

Goals:

Build a Community Center where you can train in construction, crafts and entrepreneurship workshops.
90 architectural projects for families whose housing was affected.
Training in productive projects.

Direct Beneficiaries: 300 population.

Xoxocoŧla, Morelos

Goals:

Design and build 52 homes and useful spaces.
Develop strategies for the reconstruction of social ties.
Diagnose the needs of affected people to generate proposals for reconstruction.

Direct Beneficiaries: 230 population.



Oaxaca

Santa María Nativitas Coatlán, Oaxaca

Goals:

Participatory reconstruction of affected homes.
Determination of the locality to rebuild
evaluating the social, cultural and constructive
feasibility.

Communication strategies and decision making
with the community.

Direct Beneficiaries: 368 population.

Itsmo de Tehuantepec, Oaxaca

Goals:

Training and construction of 250 dry baths.

Training and construction of 500 wood-saving
stoves.

Construction of 60 tanks for rainwater harvesting.

Teaching workshops on risk management and
prevention issues.

Direct Beneficiaries: 10,971 population.

Ixtaltepec, Oaxaca

Goals:

Build resilience to regain confidence in the built
space. Build a 2nd. Community center module.
Generate 20 awareness actions to trigger
resilience dynamics.

Document and systematize the findings,
obstacles and achievements.

Direct Beneficiaries: 465 population.

Chiapas

Paredón, Chiapas

Goals:

Complement the homes built with at least 5
wood-saving stoves and 5 banana circles.

Train and equip 30 young people for community
water quality monitoring in their community.

Bases for the construction of a Fisherman's
Environmental Education Center.

Direct Beneficiaries: 1,080 population.



Strategic Allies

We appreciate the commitment and social empathy they have put into our projects, by providing spaces, resources, low-cost services, which have allowed the development and success of our programs.



Events



2nd Youth Festival

Grupo Altía was invited to the Second Youth Festival that took place at the San Lorenzo Community Center

Through the "Sensory Laboratory", young people lived the experience of walking and playing football as if they were a person with visual impairment.

This event aims to promote safe relationships and environments for young users of services of Private Assistance Institutions (IAP).

Event held by the DF Private Assistance Board and the Bringas Haghenbeck Foundation.

Festival for emotional health

Within the framework of the 96th Meeting of Arts and Humanities Sciences, we received the invitation of the Ministry of Health and the UNAM, to give 3 workshops to the General Public.



Second Exhibition of Children and Youth Art "The Child and Health".

Event organized by the Ministry of Health, in which it encourages, through drawing, its self-care.





Workshop: Edit emotional memory
– Gabriela Calvo Villaseñor

People have a rational memory, an emotional memory, a sexual memory, a motor memory and an instinctive memory. Memory is an internal scenario of representation; when we evoke something in memory - good or bad - we live it again. If we are aware of this we can decide to experience positive emotions. Otherwise, negative emotions control us and we return to live the anguish, hatred or suffering with all its effects for our lives.

"Edit emotional memory" is a workshop that teaches you to observe, meditate and direct your thoughts to evoke peace, thereby avoiding somatizing emotions that make your body sick.



Workshop: Get rid of your worst habit
– Ricardo de la Herrán

We all complain. But do you know why the complaint may be your worst habit? Do you want to learn to deal with what frustrates you most assertively? In this workshop you will learn to solve your problems creatively and to accept what is out of your hands to change, to stop falling into the mental trap of the complaint.



Workshop: 3 fundamental steps to live in harmony
– Gisela Casillas

In this workshop we will know and apply the 3 steps of the self-observation process. Being able to experience how the application of these three steps allows us to generate harmony instantaneously, allowing us to experience the benefit of practicing them daily.



From Sun to Sun 2018 Challenge Series for a noble cause

Thanks to the awareness of the participants of this great event, Grupo Altía was one of the institutions benefited to continue supporting more people with disabilities.

More than 1200 motorcyclists participated when getting on their motorcycle at dawn in the Gulf of Mexico and getting off at sunset on the same day on the Pacific beaches.



8th Carrera SAS Mexico

SAS México chose Altía Group to be benefited in its 8th Career "Make every step count".

The categories that were held this year:

- 10 km race
- 5 km race
- 3 km walk
- Child careers

In the month of July in Chapultepec, CDMX, the Race - Walk was carried out, in the company of collaborators, family and friends.

For the award, there was the presence of Lupita González and Carlos Mercenario.



Donation Fridge SMEG

Smeg, a luxury home appliance company, opened its first showroom in Mexico, which shows the benefits of Italian design with unique products resulting from creations in conjunction with designers, architects, artists.

At the opening of its showroom in Mexico City, the appliance company invited the artist from Guadalajara, Claudio Limón, to paint one of its refrigerators, which has now become a work of art. The piece was donated to Grupo Altía to generate financial resources to continue with its relief work.



1st Generation of Altía Educatio

Our First Generation of Altía Educatio concludes with the series of 8 Courses of our Training Program.

We thank the Certified Communicators Gabriela Calvo Villaseñor and Gisela Casillas for leading the group in the morning and evening shifts respectively.



Sensitization of various disabilities

- Weekend courses:

During the breaks of the Course X Cosmological Model, taught by Dr. Alfonso Ruiz Soto in the Auditorium S. XXI, Grupo Altía promoted empathy and inclusion of people through the visibility of various problems social. On this occasion it was the visual disability that was invited to experience the participants with tours of the facilities, as well as to feel the objects that were given to them with their eyes completely covered by a mask. We appreciate the participation of the Blind Runners Falcons, for leading this dynamic.

- 3 Generations in Uniqueness:

In the company of Consultants and Communicators of the Founding Generation and students of the Second and Third Generation in Semiology of Daily Life, a laboratory of experiences of various disabilities was lived, closing the event with the delivery of Wheelchairs for children with Cerebral Palsy.

- 2nd Generation:

of the College of Consultants and Communicators in Semiology of Daily Life - Social Service



Wheelchair Delivery with Sensitization

- TAGSEC Company:

A visual sensitization workshop was provided and wheelchairs were given to children without the possibility of acquiring a PCI chair. We thank Martha López Vértiz and Palmira Martínez, members of the Blind Runners Falcons for helping us facilitate this workshop.

- Eyenet Company:

We celebrate with Eyenet S.A. from C.V. the commitment presented with our "Altía Educativa" program; The collaborators of this company received a Social Awareness and Inclusion Workshop when they were guided with masks by Martha López, a blind broker and subsequently, 4 special wheelchairs were donated for children with Cerebral Palsy.

- Víctor and Tere:

We thanked Víctor and Tere (Semiologists of the Founding Generation in Semiology of Daily Life) for their attitude of service presented in their Golden Weddings, since when they understood that they did not need more gifts, they asked their guests the equivalent to buy wheelchairs and help families with children with cerebral palsy.

They managed to raise enough for 4 chairs and donors from Grupo Altía doubled the benefit so that 8 children were benefited.

Before the delivery, his guests lived the experience of a small sensitization workshop for people with blindness. They toured our facilities and a little of the streets of Iztacalco.

Thank you very much Victor and Tere for your wonderful example!

- #GivingTuesday #UnDíaParaDar

The world day of the action of giving we live with SAS Mexico to enjoy the experience of the workshop of people with Blindness for the blind runner Falcons and subsequently, wheelchairs were handed out.



Meeting of Poetry to the Canvas

17 artists exhibited their works based on the poems of the poet Oskar Santoscoy, which will be auctioned to benefit various causes. Part of the resources will be donated to Grupo Alfía for the execution of its Training Program.



Premiere

In the company of the Board of Trustees, Partners of Grupo Alfía and the Public in General, the experience of analyzing films from the perspective of Semiology of Daily Life was lived, in the direction of Certified Semiotologists of the first Generation

- The Darkest Hours
- Champions



New Year's Eve party

We celebrate **with Dr. Alfonso Ruiz Soto, Board of Trustees of Grupo Alfía, Operating Team, Donors, Participants of our Programs, their family and friends, our 2018 New Year's Eve Party.**

During the event we met the results of the Alfía Educatio 2018 Intervention Programs, which was interpreted in Mexican Sign Language by Sandra Laír; Guillermina Hernández put us to dance with a couple of dance pieces; Cristopher Tronco delighted us with his DJ skills and José Luís Banthi shared his experience in sound and audiovisual equipment.

Thank you all for making our Great Thanksgiving Party possible!

Awards and honours

National and International Recognitions

★ **The International Flag of Peace**, delivered by the ONU

★ **The Silver Star** delivered by the Association of Professionals in Public Relations and Journalism (APPREP).

★ **Commemorative Medal** presented by UNICEF for a better planet for children.

★ **Commemorative Medal** for the "Personal Freedom to Serve the Primate" awarded by the **Mexican Association of Private Assistance Institutions** (AMIAP).

★ **Home Runs** delivered by Fomento Social Banamex.

★ **Reason to be Award** by Merced Foundation, in the category of Labor Inclusion of Persons with Disabilities. It is carried out in partnership with Mexico Independent Living (VIM) and Humanist Foundation for Disability Assistance (FHADI)

Patronage

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