



fundación|Deacero

# Annual Report 2022



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# Letter from the **Director**

The experience of directly helping those most in need during the global health crisis changed Fundacion DEACERO forever.

In 2022 we made official our new vision of becoming Grupo DEACERO's best ally to promote development and social well-being in all the communities where it has presence.

We created a new work model that takes us from donation to action and allows us to participate directly with DEACERO's priority communities in Mexico.

This new stage has already brought us valuable lessons, and in each one we find opportunities to contribute to the caring society of which we are a part.

We sincerely thank all the civil society organizations, DEACERO volunteers, officials, and all the neighbors of our Business Centers for believing in and participating with the foundation.

DEACERO firmly believes in the growth of Mexico, and this foundation will make sure to consolidate its dream of being a reliable driver of social welfare in its environment.

Let's forge, together, a Mexico as strong as steel.

**Alicia Núñez Carreón**

Director of Fundacion DEACERO



Alicia Núñez Carreón





# Fundación DEACERO Team



**Adán Montes**  
Community Projects



**Alberto Corona**  
Social Actions



**Berenice Villalobos**  
Donations



**Celina Torres**  
Administration and Finance



**Cynthia Zenteno**  
Donations



**Fernanda González**  
Community Projects



**Miriam Elías**  
Employee Support



**Misael del Río**  
Communications



**Silvia Gallardo**  
Social Actions





DEACERO employees in Queretaro, Queretaro, in volunteer emergency preparedness.

Civil Society Organizations, in session to discover and form alliances.



DEACERO volunteer, in Coahuila, in a blood donation campaign.



## The Social Arm of **Grupo DEACERO**

We are a corporate foundation that funds projects for the development and social welfare of communities and vulnerable groups in Mexico.

### Mission

Promote the sustainability of Mexican households and communities by expanding their opportunities for access to living conditions.

### Vision

Become the main ally of Grupo DEACERO to promote social welfare around its Business Centers.







Volunteers from a DEACERO School at the delivery of "ecoladrillos" for the construction of ecological houses in Nuevo Leon.

# Values

We are committed to helping those who need it most, which is why all our actions are guided by these three principles.



**Empathy**



**Dignity**



**Professionalism**



# Outstanding institutional achievements



## Launching of **early childhood clubs**

174 DEACERO employees attended 18 sessions of the clubs aligned with the agenda of the Early Childhood Subcommittee of the Business Coordinating Council (Consejo Coordinador Empresarial, in Mexico).



## Agreement with **Villagran, Guanajuato**

We signed an agreement with the municipality to formalize our collaboration in social projects with programs such as DEACERO Godmothers.



## Launching of **DEACERO Godmothers**

28 partners of DEACERO employees are volunteers in this program where they solve needs of communities around DEACERO.



## Relaunch of the **website**

We redesigned our website to efficiently communicate the foundation's activities to all our stakeholders.



## First hybrid **symbolic donation ceremony**

We held a donation ceremony for 55 organizations selected from the July 2022 Call, in a hybrid format that reached 974 people.



## Strategic alignment with **DEACERO**

We participated in key events such as DEACEROVERSO, which donated 100% of souvenir sales to a local CSO<sup>1</sup> that works with women victims of violence.



# 2022 in numbers

**\$ 58.45** million pesos

Invested in all of the foundation's social actions

## Donations

**181**

Funded CSO projects

**66,285**

People directly benefited by CSOs

## Collaborators

**62**

DEACERO employees received support in health situations

## Social Care

**40**

Business Centers participated in activities

**27**

Business Centers participated in a social diagnosis

## Volunteering

**509**

DEACERO volunteers participants

**24**

Volunteer activities carried out

## Communities

**3,169**

Participants in community activities

**33**

Community activities carried out

## Communication

**3,047** Followers on social media

**432** CSOs receive information of interest via WhatsApp

**973** CSOs receive information of interest by mail







# Lines of **action**

Promoting the development and well-being  
of the communities of interest for Grupo DEACERO.



## Donations

Empowering civil society  
organizations to advance  
the fulfillment  
of their mission.



## Collaborators

Assisting DEACERO  
employees  
in extraordinary  
health situations.



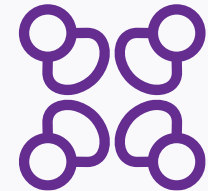
## Social Care

Strengthening  
the relationship between  
the Business Center  
and its community.



## Volunteering

Carrying out actions  
for the benefit of  
vulnerable groups and  
communities in Mexico.



## Communities

Solving priority needs  
in communities  
around DEACERO.





## Donations results

We fund projects that benefit communities and vulnerable groups within a maximum radius of 10 km. around DEACERO locations.

Aimed at:



Civil Society Organizations



Handing of a symbolic check at the July 2022 Donation Ceremony.

### Calls

CSO projects funded	181
States reached	18
People benefited	66,285

### CSO Capabilities

Attendees at the CSO capacity-building workshops	2,032
Workshops on tax and accounting matters held	24
Average attendance per session	85
Customized consulting for CSOs	139



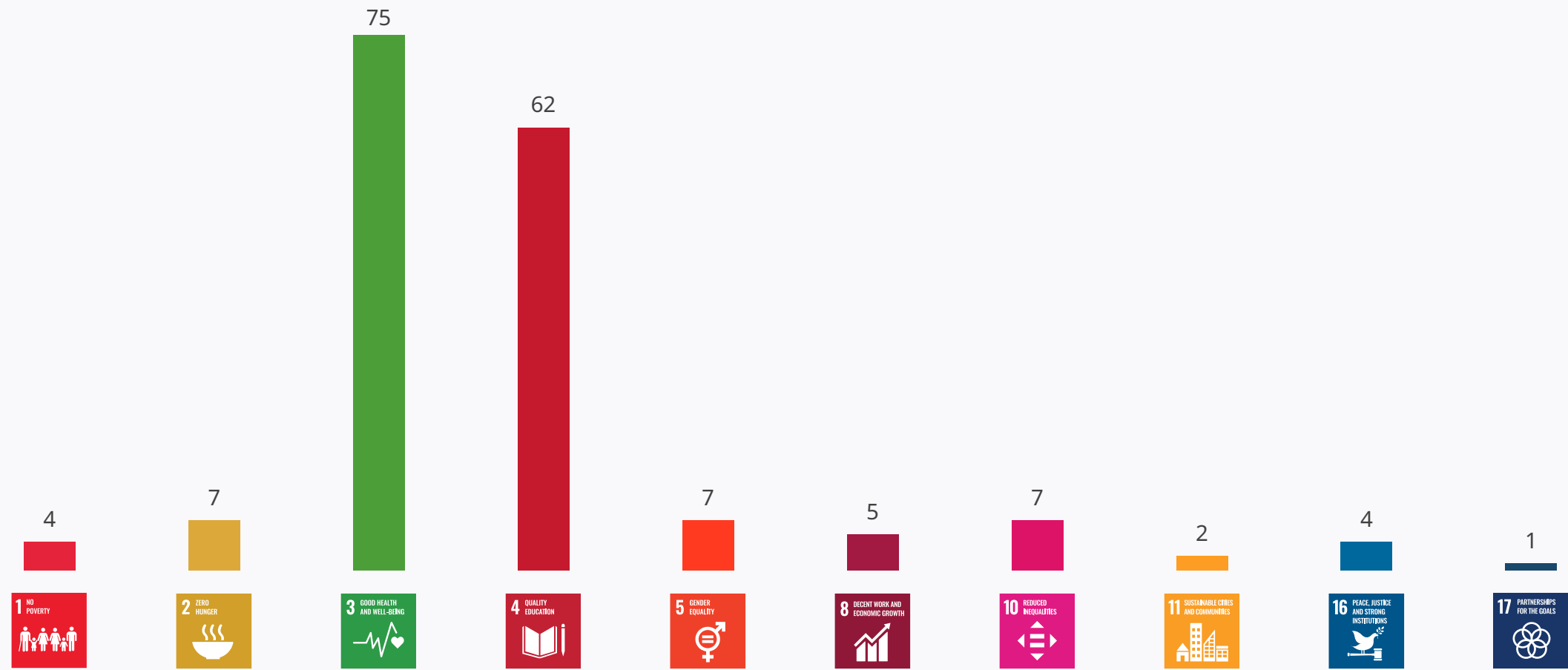


# Sustainable Development Goals

Through each CSO project funded by calls for proposals, we contribute to the United Nations Sustainable Development Goals.



Annual Report 2022

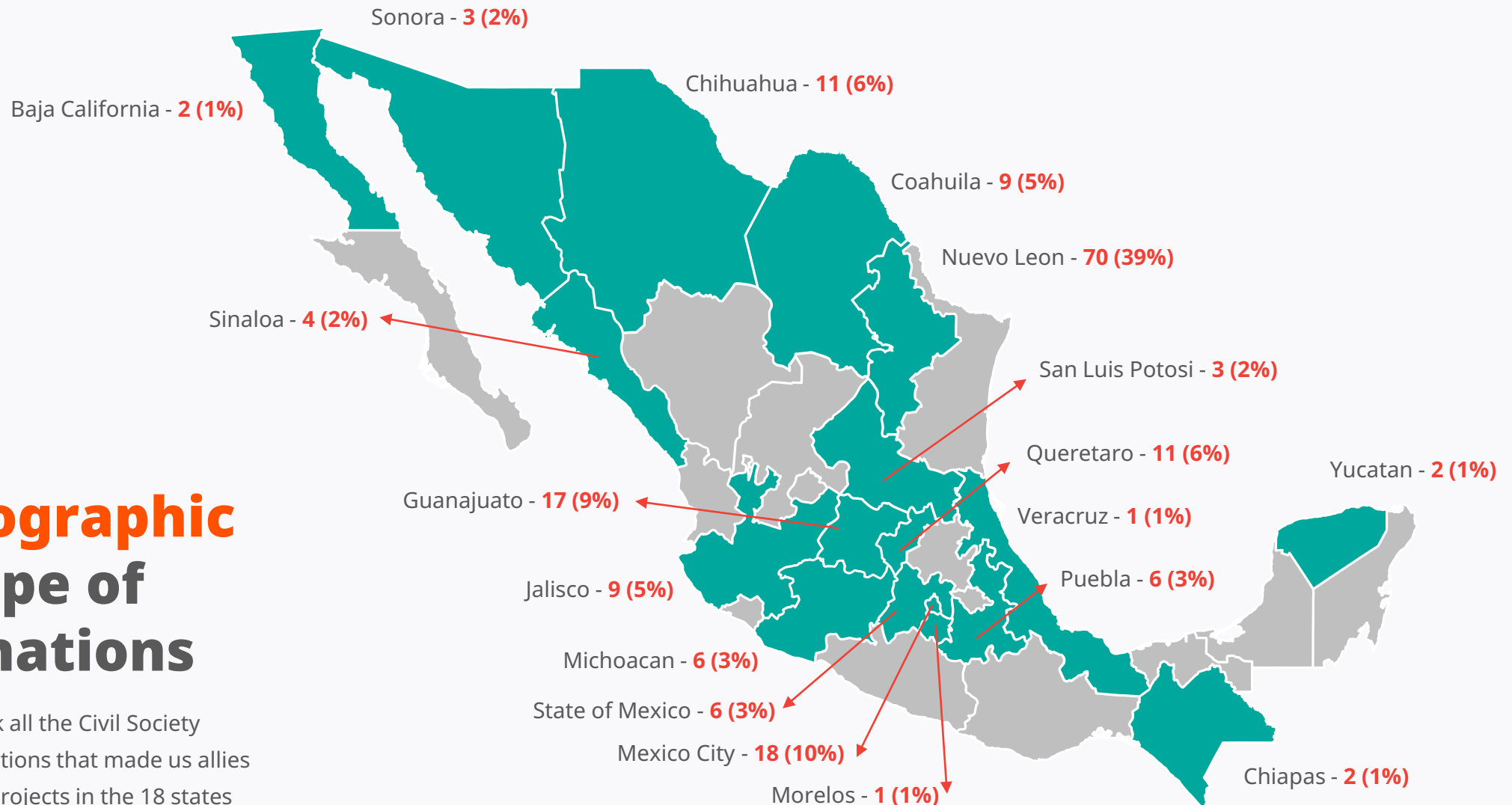






## Geographic scope of donations

We thank all the Civil Society Organizations that made us allies of their projects in the 18 states we reached in 2022.





## Testimony of Donations



**Karina Nayeli Torres Villegas**

Executive Director

Asociación de Familiares y Amigos de Pacientes  
Esquizofrénicos AFAPE de León, Guanajuato



“

Going hand in hand with Fundación DEACERO allows us to continue helping people in their suffering and treatment. It is an opportunity to give life and hope for a better future, as well as an experience of mutual growth by witnessing how the person grows, improves their health and happiness.

”





## Collaborators results

Support for employees is aimed at DEACERO personnel whose health situation exceeds their financial or relational capabilities.

Aimed at:



DEACERO employees and their economic dependents.



### Support to Collaborators

Requests for support resolved **62**

Request solved by Fundación DEACERO **28**

Requests solved through strategic alliances **34**

### Types of support

Mental health **18%**

Surgeries **18%**

Pharmaceutical supplies **13%**

Oncology **11%**

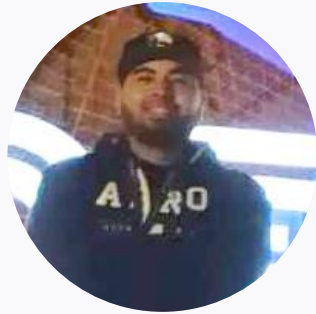
Others **40%**







## Testimony of Collaborators



**Roberto Vidales Villanueva**

Security Monitoring Center Operator  
DEACERO Headquarters  
Nuevo Leon

//

I have a vision problem I was born with. I had already gone for a check-up but I could not follow it up due to an economic issue. The support I received from the foundation made me feel very fortunate because not just any company supports their employees this way. I feel very pleased and happy with the result, because it helps me personally in my day to day life.

//






# Social Care results

Through its foundation, DEACERO goes beyond employee benefits, improving the living conditions of its employees and the community.

Aimed at:

 Business Centers interested in contributing to the well-being of their community.



Employees of DEACERO's MacroHub Norte started a high school regularization program.

## Actividades

Business Centers participating in activities	40
Business Centers participating in a social diagnosis	27
DEACERO events with the participation of Social Care	28

## Tipos de Centros de Negocio

Steel mills	3
Wire plants and subsidiaries	11
Recycling centers	14
Distribution centers	10
Office locations	2





## Testimony of Social Care



**Orlando Javier Rodríguez Garza**

Manager  
DEACERO Macrohub Norte  
Nuevo León

“

For us, collaborating with Fundación DEACERO has changed in many ways the perspective we have of the company, which increases our commitment. It is a satisfaction to feel supported with some of our collaborators, as well as to be able to add a small grain of sand to our community.

”







## Volunteering results

Volunteering allows DEACERO to add social value outside its facilities, relying on collaborators who share this vision.

Aimed at:



DEACERO employees, their families and friends



Business Centers with interest in communities or vulnerable groups



### Volunteering activities

Collaborators who participated as volunteers	509
Volunteering activities held	24
Business Centers participants	15
States reached through activities	7

### Types of activities

Health promotion	50%
Social inclusion	21%
Environmental	17%
Donations	12%





## Testimony of Volunteering



**Josué Javier Rivera Gerardo**

Team Leader

DEACERO Planta Cables Querétaro

“

It was a pleasant experience for me to be able to do my bit, and this volunteer work taught me to raise awareness about taking care of our environment, ecological reserves and everything around us. I would love to continue participating in this work.

”





## Communities results

We solve priority needs in communities and improve the quality of learning in schools near DEACERO.

Aimed at:



Communities and their inhabitants around the Business Centers.



Schools located around the Business Centers



### Community activities

People who participated in the activities **3,169**

Community activities held **33**

Volunteer DEACERO Godmothers **28**

Schools supported **5**

### Types of activities

Schools **43%**

Social development **24%**

Donations **15%**

Health promotion **12%**

Infraestructure **6%**







## Testimony of Communities



### Verónica Ávila Cervantes

President of DEACERO Godmothers 2022  
Wife of a Deacero Summit former employee  
Guanajuato

“

(DEACERO) Godmothers has awakened in me that woman I did not know I was with so much capacity to be patient, tolerant and to love human beings who need us. I see that Godmothers comes to change the chip in the communities that we can grow and strengthen ourselves for a new tomorrow.

”





# Comunicación results

Sharing useful information for DEACERO's CSOs and collaborators throughout Mexico.

Talk on breast cancer prevention at a DEACERO Business Center in Coahuila.

3,047

Followers on social media

973

CSOs<sup>1</sup> reached by email

432

CSOs reached by WhatsApp

31 de 32

States where CSOs were reached by Comunicación

902

DEACERO collaborators with email reached

## Types of organizations on the CSO outreach list

90%

Civil Society Organizations

4%

Educational institutions

4%

Individuals

1%

Companies

1%

Public institutions



1. Civil Society Organizations.



# CSOs supported by the calls for proposals

## Baja California



## Chiapas





# Chihuahua







# Ciudad de Mexico





## Coahuila





## Estado de Mexico





## Guanajuato







Jalisco



unidos:)





## Michoacan



## Morelos





# Nuevo Leon





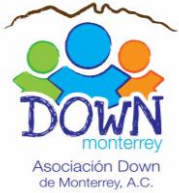
# Nuevo Leon



CRUZ ROJA  
MEXICANA  
NUEVO LEÓN



CLUB DE NIÑOS Y NIÑAS  
NUEVO LEÓN  
BOYS AND GIRLS CLUB



humind







# Nuevo Leon





## Puebla





## Queretaro



## San Luis Potosi





## Sinaloa



**BRED**  
Banco de Ropa y Enseres  
de Culiacán, I.A.P.



**Comunidad  
de Sinaí I.A.P.**  
Prevención y Rehabilitación  
contra las Adicciones

**Encauza**



## Sonora

**AMOR**  
y  
**Convicción**  
AC

*imagina* I.A.P.  
EDUCACION ES ESPERANZA

**MAPA**  
Fundación







## Veracruz



## Yucatan





# Acknowledgments

DEACERO Foundation has 18 years of experience. It is the legacy of more than 70 years of humanitarian aid started by the founders of DEACERO, Mr. Cesar Gutierrez Lozano and Mrs. Virginia Muguerza de Gutierrez.

We thank our beloved Board for their generosity, support and guidance. To every member who make up this team, we thank you for your work, effort, dedication, drive, resilience and passion in making Fundación DEACERO the organization it is destined to be: a key ally that enables the progress and development of people, their homes and their communities.

Mr. Cesar Gutierrez  
& Mrs. Virginia Muguerza.



Grupo DEACERO is one of the most important companies in the production, marketing and distribution of long wires and steels in Mexico and the world.

DEACERO's efficiency in the use of energy and natural resources is above the recommended international standards. More than 95% of the steel produced is recycled and the company invests in state-of-the-art technology to build, protect and contribute to the sustainable development of the present and future.

In addition, they are donors to Fundación DEACERO, and we thank all the collaborators who were part of our history in 2022. It is thanks to their efforts, along with the more than 11,000 people who work here, that the foundation continues to exist and can help those who need it most.

Learn more about DEACERO at: [www.deacero.com](http://www.deacero.com).





## - Companies and brands -



Expert in the qualification of reinforcing steels and profiles through technified engineering.



Provides the automotive industry with high quality carbon steel wire for the production of auto parts.



Technology for fast and efficient construction and repair of concrete slabs and pavements with steel reinforcement.



Company providing integral logistic services.



Supplier of a broad portfolio of products and distributor of DEACERO products in the United States and Canada.





Colaboradores de DEACERO, en Guanajuato,  
en actividad de voluntariado para catástrofes naturales.

# Close to Fundación DEACERO

## Social Media



## CSO mailing list (Spanish only)

Suscribe [clicking here](#).

## Website

[www.fundaciondeacero.org](http://www.fundaciondeacero.org)

## Contact

[contacto@fundaciondeacero.org](mailto:contacto@fundaciondeacero.org)  
(81) 3551 7577





Joining **Wills** and Multiplying **Efforts**

Fundación DEACERO, A.C.

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