



FOOD ♥ HEALTH ♥ RELIEF

vallartacares.org

Vallarta Cares 2024 Annual Report

A Year of Hope and Impact



Executive Summary

2024: A Year of Resilience and Reinvention

In 2024, Vallarta Cares faced one of the most challenging years in its history. Financial instability, driven by the loss of long-term donor support and shifting priorities, cast uncertainty over our ability to continue providing critical services to those in need. Yet, through perseverance, strategic innovation, and an unwavering commitment to our mission, we have not only endured but emerged stronger.

Vallarta Cares remains steadfast in its mission: to fight poverty and inequality in Puerto Vallarta and surrounding municipalities by equipping individuals and communities with the tools and resources to overcome adversity. This year, we provided over 116,000 meals, delivered weekly food packages to 120 families, and supported 10 partner organizations serving more than 500 individuals collectively. Our soup kitchen served 628 people monthly, and our empowerment programs reached over 80 students. Beyond this, our medical clinic attended to more than 170 patients, offering dental care and general medical services that improved lives.

However, the journey was not without sacrifices. To ensure our survival, we made the difficult decision to reduce our soup kitchen services to three days a week starting in October and temporarily paused our emergency relief efforts. These choices were necessary to safeguard our long-term impact while adjusting to financial constraints.

In the face of adversity, we chose to adapt and grow. A major restructuring effort led to an expanded board of directors and a focus on professionalizing our operations. Strategic alliances with other organizations became vital, enabling us to amplify our reach, secure in-kind donations, and share resources efficiently. By embracing transparency, enhancing communication, and committing to growth, we laid the groundwork for a more sustainable future.

Our efforts are best reflected in the stories of those we serve, like one of our beneficiaries—a long-time resident battling severe health issues. With our food support, his health improved dramatically, and despite his limited means, he continues to donate to Vallarta Cares, embodying the spirit of community and gratitude that defines us.

As we enter 2025, we do so with renewed hope and a commitment to integrity and collaboration. Vallarta Cares is more than a charity; it is a lifeline and a bridge, connecting those who can give with those in need. We remain profoundly grateful for the patience, support, and generosity of our donors, volunteers, and partners, without whom none of this would be possible.

Looking forward, we aspire to build on the lessons of 2024, turning struggles into opportunities and challenges into achievements. Together, we can create a brighter, more equitable future for all.

Mission and Vision

Our Mission

Vallarta Cares fights poverty and inequality in Puerto Vallarta, Cabo Corrientes, and Bahía de Banderas by addressing food insecurity, providing health care, disaster relief, and promoting dignity. Through practical support and compassionate action, we empower individuals and communities with the tools and resources to lift themselves up.



Our Vision

We envision a resilient and empowered community where individuals have the support they need to overcome challenges and transform their lives. Vallarta Cares aims to be a beacon of hope, fostering collaboration and strengthening community bonds so that neighbors help one another in times of need. Guided by integrity, transparency, and a commitment to empowerment, we strive to inspire a culture of mutual care and sustainable change in the regions we serve.



The Challenge

A Growing Need in Our Community

In 2024, the communities of Puerto Vallarta, Cabo Corrientes, and Bahía de Banderas faced worsening socio-economic conditions. According to the National Council for the Evaluation of Social Development Policy (CONEVAL) and the Puerto Vallarta municipal government, the poverty rate in Puerto Vallarta increased from 32.2% in 2020 to 36% in 2024. In Cabo Corrientes, poverty rose sharply from 37.2% in 2020 to 44.6%. While Bahía de Banderas reported a poverty rate of 28.2% in 2022, no updated data is currently available. These figures highlight the urgent need for support in a region where economic challenges are deepening.

Food Insecurity and Economic Instability

Low wages and precarious employment in tourism and related industries leave many families struggling to meet basic needs. Rising living costs and inflation further exacerbate food insecurity, forcing more individuals to seek emergency food and support services from Vallarta Cares.

Health and Dignity at Risk

Access to health care continues to be a critical issue for many residents, particularly for those with chronic illnesses, disabilities, or limited resources. Beyond health care, a lack of essential resources such as hygiene facilities and nutritious meals undermines the dignity and well-being of vulnerable populations, including the elderly, single mothers, and migrants.

Our Organizational Struggles

Amid this growing need, Vallarta Cares faced its own challenges in 2024. Financial instability due to the loss of key donors and funding streams forced us to make difficult decisions, including reducing soup kitchen services and temporarily pausing emergency disaster relief. However, these hardships spurred us to adapt, restructure, and seek innovative solutions, ensuring we continued to meet our community's needs as best we could.

2024 **Impact**

In 2024, the financial burden of our operation forced us to rethink our programs ensure that every peso raised was being used in the most efficient way. With this we touched the lives of thousands, underscoring the vital role Vallarta Cares plays in our community.

Your Contribution at Work

Every peso counts. On average, it costs just 378 pesos per month to provide comprehensive support—including meals, health care, and education—to one person. This means that for less than the price of a coffee a day, you can help transform someone's life.

116,063

meals served at the soup Kitchen

6,000

weekly food packages delivered to 120 families

10

Organizations supported with food

80

Students participated in our educational programs

170

Patients attended our dental and medical clinics

Our **Programs**

Food

Provides prepared meals and distributes weekly food packages to families in need.

Health

Delivers basic health care and dental services to those with limited access. Patients also receive free medications when available

Relief

Offers critical support during natural disasters, and promotes community preparedness through training

Inspire

Includes courses for women, children, and the general community, focusing on skill-building, self-confidence, and professional development to foster long-term self-sufficiency.

Dignity

Focuses on restoring hope and respect to vulnerable individuals through Showers, clothing, socialization, etc

2024 Highlights

Despite a challenging year, Vallarta Cares achieved remarkable milestones that strengthened our impact, expanded our reach, and laid the foundation for a brighter future. Below are some key accomplishments from 2024



Empowering the Next Generation

Partnered with Fundación Crecento to launch the “Funny Days” program, which empowers children to recognize their own value, dream big, and seize opportunities.

Corporate Volunteer Engagement

Welcomed volunteers from esteemed hotels like St. Regis and Marriott, who contributed time and energy to our programs.



Joining Forces with Philanthropic

Officially joined the Mexican Center of Philanthropy, enhancing our connections and credibility in the nonprofit sector.



2024 Highlights

Collaborating for Community Support

Signed an agreement with Vallarta Gay + Community Center to support their vital work while they formalize their association



Bringing Joy to Children

Celebrated Children's Day in the town of Tebelchia with a magician, water games, and fun activities, creating unforgettable memories for local children.



Expanding Funding Opportunities

Participated in OXXO's Round-Up Campaign and secured vital funds for our programs.



2024 Highlights



Investing in Sustainability

Received a grant from the State Government of Jalisco to install a mobile water purification plant, a crucial resource for disaster relief and long-term sustainability.

Building Disaster Resilience

Provided CPR training and established our first disaster relief brigade in Mayto, equipping participants with essential skills and equipment.



Empowering Women

Signed an agreement with the National Institute of Women to deliver workshops that inspire and empower women in our community



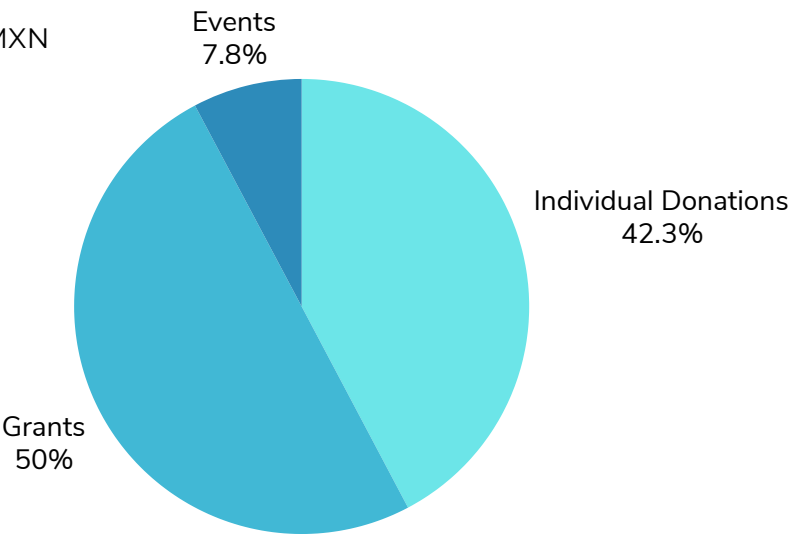
Financial Overview

2024 Financial Snapshot

In 2024, Vallarta Cares faced a significant decline in revenue, with total income reaching \$3,822,878 MXN, down from \$5,565,169 MXN in 2023. Despite these challenges, we remained committed to serving our community through careful resource management and strategic collaborations.

Revenue Breakdown

- Individual Donations: \$1,615,427.10 MXN
- Grants: \$1,910,451 MXN
- Events: \$297,000 MXN



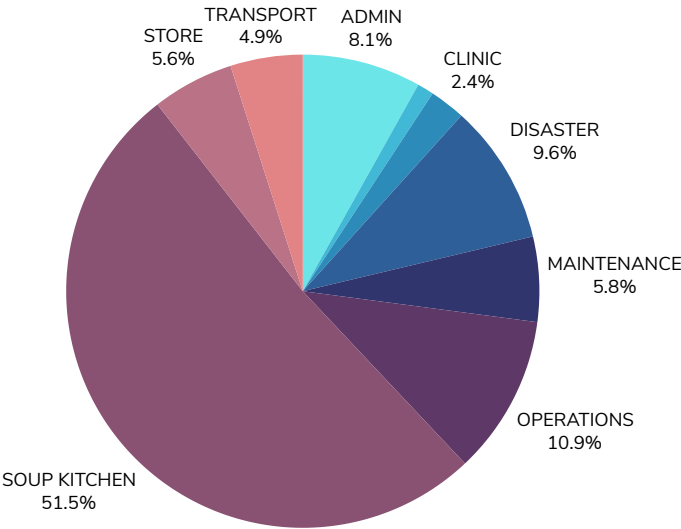
We received generous grants from partners such as Eagle Wings, OXXO, Carl’s Jr., YachtAid, and the Jalisco State Government, enabling us to sustain key programs.

Expenditure Overview

Total expenses for 2024 were \$4,092,882.76 MXN, with an average monthly administrative cost of only 8.9%, ensuring that the vast majority of our funds directly benefited our programs.

Expense Allocation

- Soup Kitchen: \$2,109,983.1
- Community Store: \$229,202.03
- Transport: \$200,550.26
- Clinic: \$98,229.19
- Disaster Relief: \$392,917.15
- Maintenance: \$237,387.20
- Operations: \$446,124.22
- Miscellaneous: \$57,300.36



*The difference between the expenses and income from 2024

A Story of Transformation

Rosa is a devoted mother and grandmother who has faced immense challenges with strength and determination. Living with diabetes and a collapsed lung, Rosa's health has made caring for her family an uphill battle. She supports her teenage daughter, who has an intellectual disability, and her 11-year-old grandson, all while managing her own health issues.

During the most difficult period of her illness, Vallarta Cares stepped in to provide Rosa with regular food packages, ensuring her family had access to nutritious meals while she focused on her recovery. Through these interactions, we learned about her then 15-year-old daughter's cognitive disability and the additional challenges Rosa faced in ensuring her daughter's education and future prospects.

Determined to provide more than immediate relief, Vallarta Cares reached out to EDIN, an organization specializing in supporting individuals with intellectual disabilities. With EDIN's help, Rosa's daughter was enrolled in a school where she could receive specialized education and training. This step not only gave Rosa hope but also opened new possibilities for her daughter to gain skills and work towards a level of independence.

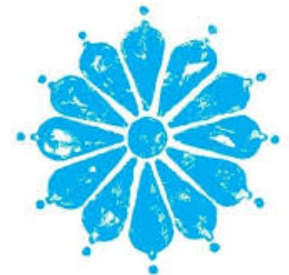
Rosa's story is a testament to the power of community and collaboration. With the support of Vallarta Cares and our network of partners, families like Rosa's are not only surviving but finding pathways to hope and empowerment.



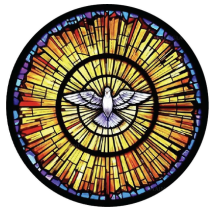
Key **PARTNERSHIPS**

At Vallarta Cares, we believe in the strength of collaboration to amplify our impact. In 2024, we forged and sustained partnerships with various organizations, each contributing invaluable support to our mission. These collaborations allow us to maximize resources, expand our reach, and create a greater sense of community.

Our Key Partnerships Include:



CAROLINE DEL MAR
COLLECTIVE



CHRIST CHURCH
by the Sea
IGLESIA CRISTO DEL MAR
PUERTO VALLARTA, MEXICO



RISE
REFUGIO INFANTIL SANTA ESPERANZA A.C.



Future Plans

2025 Goals

Looking Ahead: Building a Brighter Future in 2025

At Vallarta Cares, we remain steadfast in our mission to fight poverty, promote dignity, and empower communities. Guided by the lessons and successes of 2024, we are excited to share our goals and plans for the coming year:

1. Strengthen Financial Sustainability

- Expand grant-writing efforts to secure new partnerships with local, national, and international organizations.
- Host engaging fundraising events to attract and retain individual donors.

2. Expand Service Reach and Impact

- Open additional empowerment workshops for women and children to foster self-sufficiency.
- Support new communities with disaster relief preparedness and training programs.

3. Invest in Infrastructure and Efficiency

- Acquire additional equipment for the medical and dental clinic to serve more patients.
- Streamline logistics and transportation to improve food distribution efficiency.

4. Strengthen Community Collaborations

- Deepen partnerships with existing collaborators like Banco de Alimentos, Four Seasons, and Carl's Jr.
- Collaborate with more local schools to foster a culture of giving among youth.

We step into 2025 with optimism and determination. Together, with our supporters and partners, we can continue to be a beacon of hope, fostering resilience and uplifting lives across Puerto Vallarta, Cabo Corrientes, and Bahía de Banderas.



Join us in **making a difference**

Every contribution, no matter how small, creates a ripple of change. In 2025, we invite you to join us in transforming lives and strengthening our community. Together, we can overcome challenges and build a future filled with hope and dignity.

Here's How You Can Help:

- **Donate:**

Your financial support ensures we can provide food, medical care, and empowerment programs to those in need. A monthly donation of just \$25 USD can provide meals for a family for a week.

- **Volunteer:**

Give your time to make a direct impact. Whether serving meals, organizing donations, or sharing your expertise, your help matters.

- **Partner with Us:**

Businesses, schools, and organizations can collaborate with Vallarta Cares to amplify their social impact. Let's work together to create meaningful change.

- **Spread the Word:**

Follow us on social media, share our mission, and inspire others to join our cause.

Your generosity fuels hope. Visit www.vallartacares.org or contact us at frankie@vallartacares.com to get involved today.



Thank you for being part of our Journey

We extend our heartfelt gratitude to every individual, donor, volunteer, partner, and organization who stood by Vallarta Cares in 2024. Your unwavering support enabled us to provide life-changing services to countless individuals and families in need, empowering them to overcome challenges and build a brighter future.

To our Donors and Partners:

Thank you for believing in our mission and for trusting us to use your resources with integrity and purpose. Your contributions make everything we do possible.

To our Volunteers:

Your time, energy, and compassion inspire us every day. Whether preparing meals, delivering food packages, or lending your skills, you are the heartbeat of Vallarta Cares.

To our Community:

We are honored to serve you and are committed to creating a brighter future for everyone. Your resilience and courage drive us to keep going.

Our Commitment to Transparency and Integrity

Vallarta Cares is a legally established nonprofit organization in Mexico, operating with full compliance under Mexican regulations. Transparency and accountability are at the core of everything we do, and we adhere to rigorous government oversight to ensure we meet the highest standards. While the process of becoming a registered charity in Mexico is complex and highly regulated, we chose this path because we believe in operating with integrity and accountability in the country we serve.

To make it easier for our international supporters, we also have a 501(c)(3) organization registered in the United States under the name "Vallarta Cares," allowing donors to contribute tax-deductible gifts. However, all our work is carried out exclusively in Mexico, as we remain deeply committed to the communities we serve.

As we look to 2025, we are reminded that we are not alone in this journey. Together, we can continue to make a profound impact. Thank you for standing with us.



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