



2024

QUARTERLY REPORT

Wings of Love



www.womenforwardinternational.org

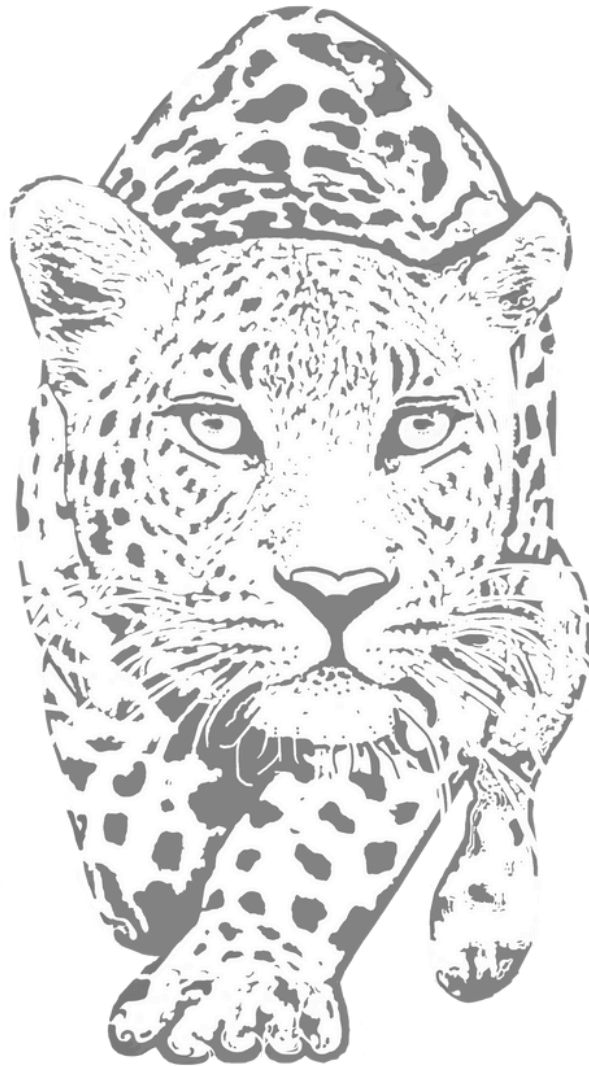


kent@womenforwardinternational.org



About this document

The original document was written by the coordinator of Alas de Amor - Veracruz, Alejandra Mendoza. The editing and supervision were handled by the director of Women Forward International, Kent Davis-Packard, and the global program coordinator, Dresda Méndez de la Brena.



Acknowledgments

To the communities that teach us humility and courage.
To the community leaders, the volunteer group, and all the donating companies and organizations.



Highline Progress Report

**May, June, July
2024**

This report aims to document the impact of Alas de Amor on the community by evaluating the progress in terms of the number of families benefited, food rescued, awareness about nutrition, and the improvement in the quality of life of the individuals served.

The relevance of this report lies in its ability to assess the success of the program, identify areas for improvement, and highlight the importance of collaboration with our donors and volunteers, which allows us to continue making a significant difference in the lives of many families.



Introduction



Alas de Amor is a food rescue program dedicated to recovering surplus fresh food and distributing it among the most vulnerable families, especially women and girls. While food rescue programs, such as food banks, are valuable, they do not fully transform the lives of the most vulnerable communities, particularly those of women and girls. Our project, "Alas de Amor," is the force that makes this happen.

Inspired by an innovative model of philanthropy that unites us as one human family, and based on the successful approach of **White Pony Express**, which has been a benchmark in California for over a decade in the fight against food waste, "Alas de Amor" not only focuses on distributing food but also generates a real and lasting impact through the redistribution of resources and the comprehensive transformation of the lives of those who need it most.

This program is an initiative of Women Forward International, backed by **TC Energy**, and collaborates with strategic partners such as the **Universidad Autónoma Metropolitana** Unidad Azcapotzalco, the Faculty of Accounting and Business at the **Universidad Veracruzana**, the **Food Bank of Veracruz**, the **Rotary Club of Veracruz**, **CANIRAC**, and the **Coordinating Council of Business Women**.

Our Mission

Unite society in the fight against food insecurity, promoting meaningful change and acting as a beacon of hope. We are committed to collecting and distributing high-quality food to the most vulnerable communities, fostering proper nutrition and contributing to building a more just and sustainable Mexico.

Our Vision

A country where food is not wasted, but used to feed those who need it most. We aspire to be the platform that connects available resources with those in vulnerable situations, promoting equality and strengthening community well-being through healthy nutrition.

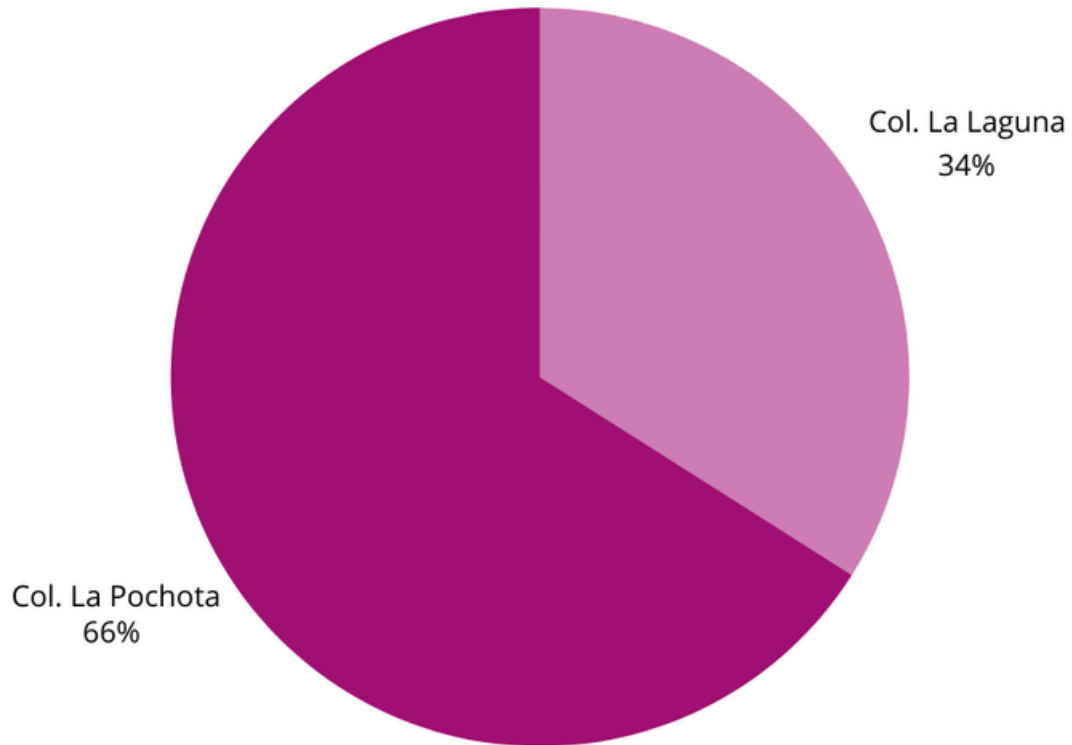




Highline Impact Report

Infographics

Graph I. Distribution of beneficiaries by neighborhood



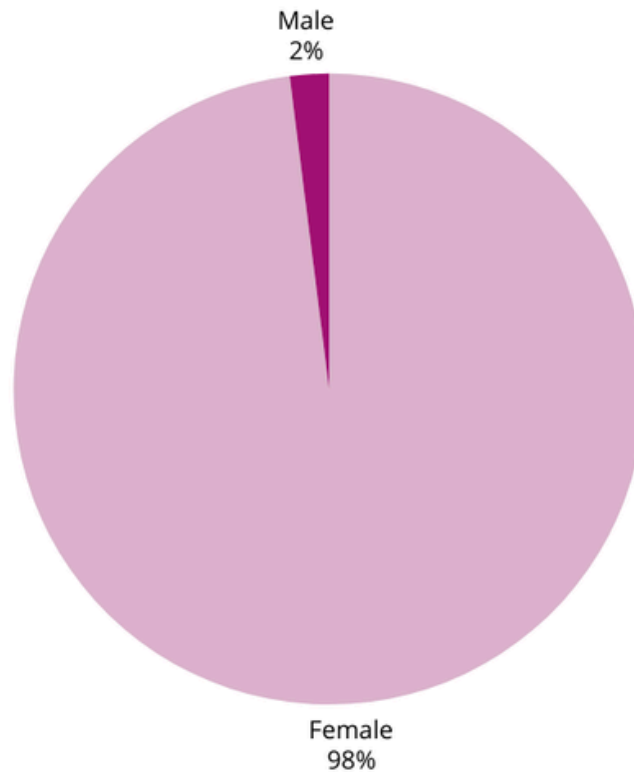
Source: Questionnaires and own evidence. Research conducted in May, 2024.

Alas de Amor benefits 50 families in Veracruz, specifically in the communities of Colonia La Pochota and Colonia La Laguna.

- **Colonia La Pochota:** 66% of the beneficiaries; faces low educational levels, informal economy, and crime.
- **Colonia La Laguna:** 34% of the beneficiaries; lacks basic infrastructure (potable water, electricity, health services).

Our work is crucial in combating food insecurity and lack of resources, aiming to alleviate vulnerability and promote sustainable development in these communities.

Graph 2. Gender of family leaders



Source: Questionnaires and own evidence. Research conducted in May, 2024.

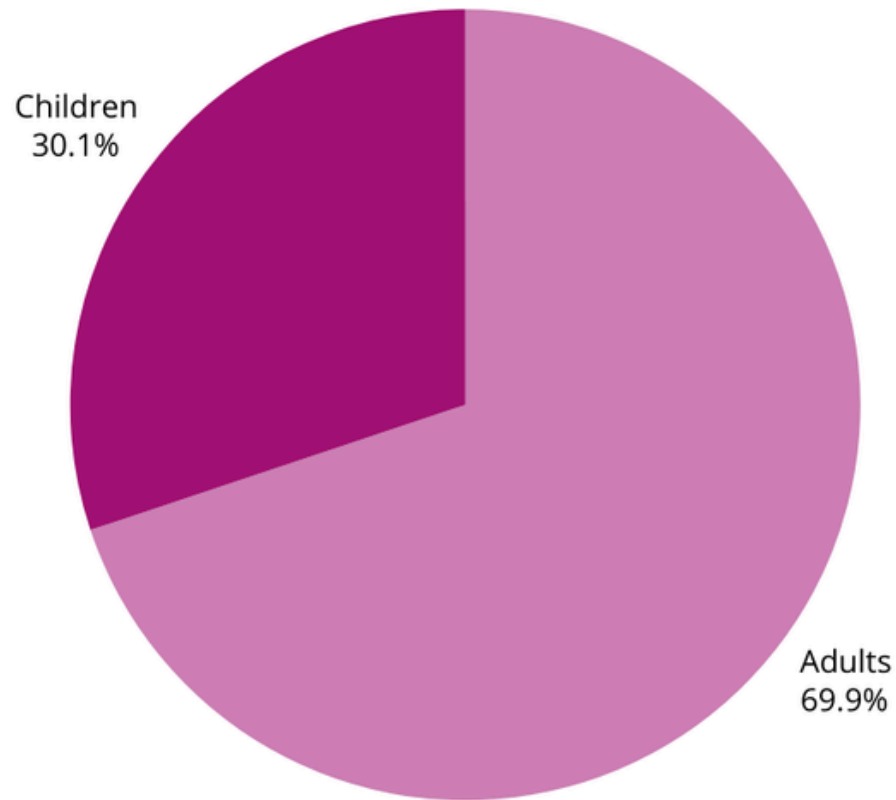
98% of the **heads of households are women**, including adults, young single mothers, victims of domestic violence, and elderly individuals.

- **2%** are **men**, mainly single fathers with children facing food insecurity.

- The majority of the beneficiaries are **women and children** in vulnerable situations, highlighting the importance of directing efforts toward their support.

- Alas de Amor supports **50 families**, benefiting approximately 166 people each month.

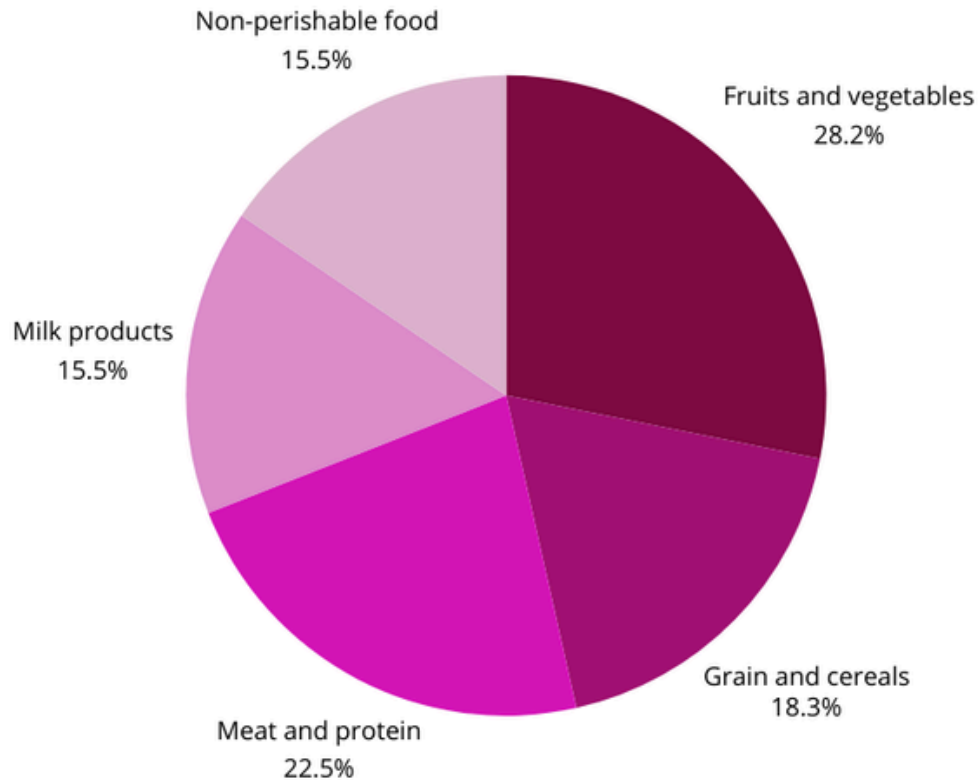
Graph 3. Percentage of children and adults in the Community



Source: Questionnaires and own evidence. Research conducted in May, 2024.

- **69.9% of the beneficiaries are adults**, many with various illnesses.
- **30.1% are children**, some in growth and others with undiagnosed conditions.
- The importance of food intervention in **improving quality of life** in terms of **nutrition** and **health**.

Graph 4. Most requested foods



Source: Questionnaires and own evidence. Research conducted in July, 2024.

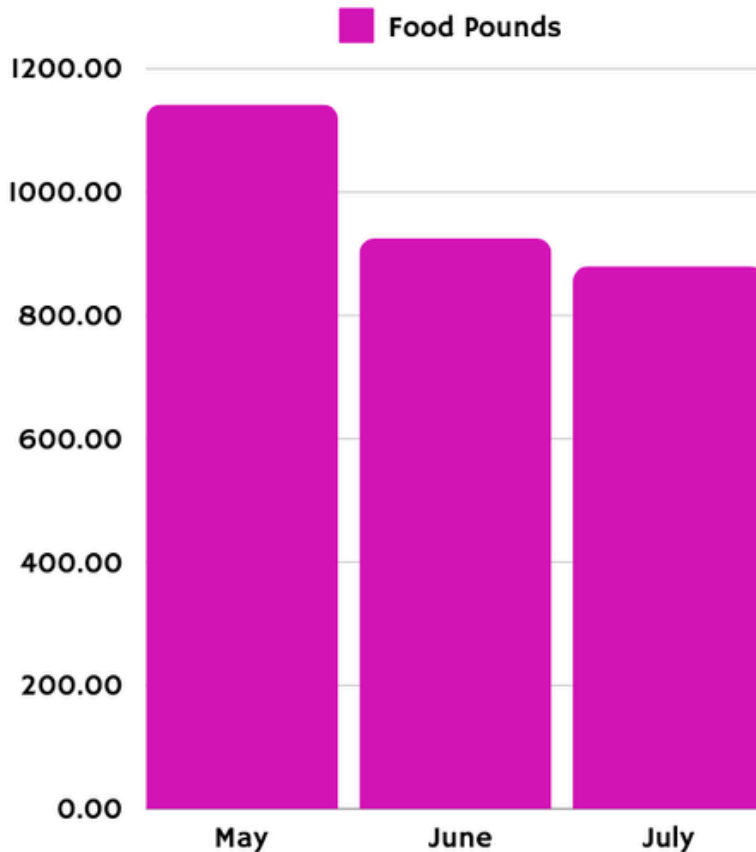
- **14.5% of the beneficiaries attend school**, mostly children and adolescents.

- **85.5%** do not attend school, including young people who have **dropped out**, children without access to kindergarten, and adults without formal education.

- The community has improved in terms of **variety and quality of food** thanks to Alas de Amor, showing a positive impact on their food education.

- While they recognize the good quality of the products, they wish to explore **more food options**.

- The importance of continuing to work on **food diversity** and raising awareness about **nutritional value**.

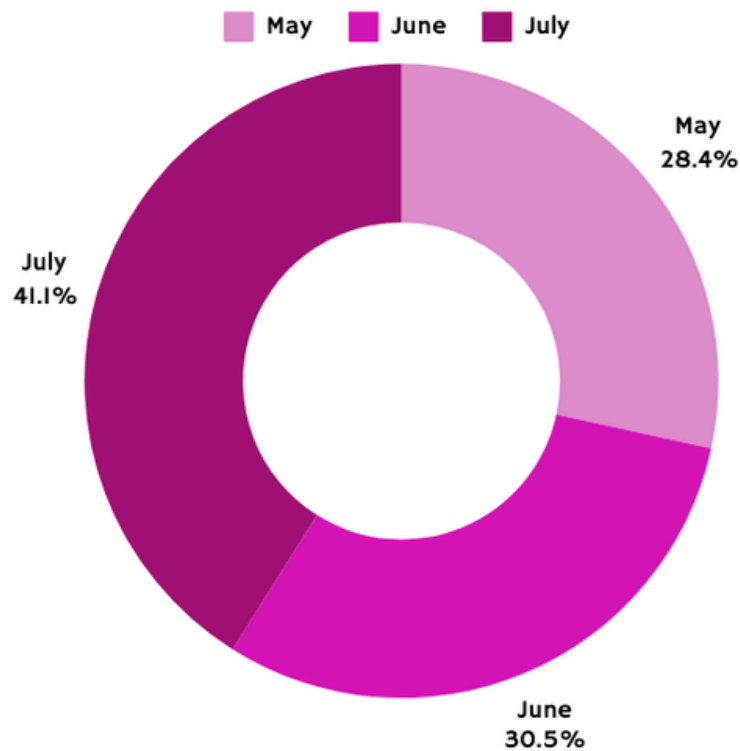


Graph 5. Pounds of Food Rescued

Source: Questionnaires and own evidence. Research conducted in the first quarter, 2024.

- The decrease in the amount of rescued food is a challenge, but we remain committed to maintaining a positive impact and expanding our efforts.
- **In the first quarter, Alas de Amor has rescued 1,336.30 kilograms of food that would have been wasted.**
- Our approach includes not only providing food but also offering comprehensive support and tools to promote the well-being and development of families in vulnerable situations, particularly women and girls.

Graph 6. Percentage of Participation in Workshops



Source: Questionnaires and own evidence. Research conducted in the first quarter, 2024.

Context of Families:

They face food insecurity, discrimination, and a lack of opportunities.

Objectives of the Workshops:

Nutrition and Togetherness:

"Eating as a Family" improves nutrition and strengthens family bonds.

Empowerment: "Leadership for Girls" helps develop confidence and skills.

Gender Equity: Addresses inequalities and promotes a fairer environment.

Workshops and Participation:

"Eating as a Family": 28.4% participation in May.

"Leadership for Girls": 30.5% in June.

"Gender Equity": 41.1% in July.

Long-Term Impact:

Promotion of personal and community development, creating opportunities to improve economic and social conditions.



Graph 7. Participation of Donor Organizations



Source: Questionnaires and own evidence. Research conducted in the first quarter, 2024.

Local Businesses and Organizations:

- **Faculty of Accounting and Business at the Universidad Veracruzana:** Volunteers and coordination.
- **Food Bank of Veracruz:** Donations and logistical support.
- **Raiker:** Transportation for volunteers and donations.
- **CANIRAC:** Donation of food and supplies.

National Companies:

- **Grupo Asea:** Food donations.
- **Chedraui Foundation:** Food donations.
- **Coordinating Council of Business Women:** Conducts workshops.

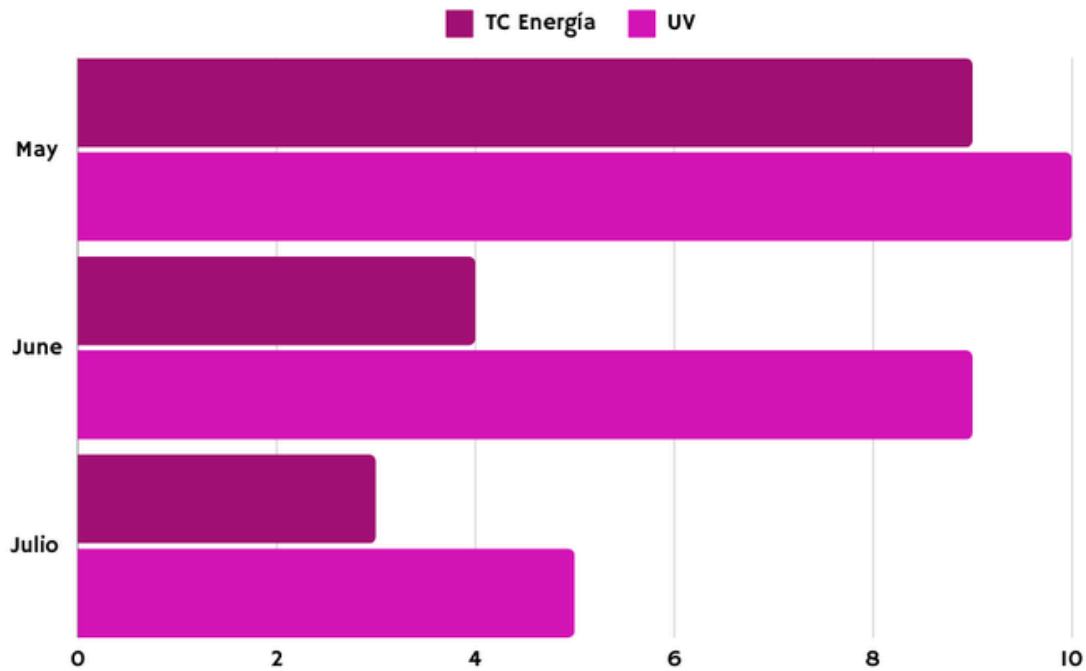
International Companies:

- **TC Energía:** Volunteering and community activities.
- **World Centric:** Donation of eco-friendly disposable products.

Our commitment:

**To continue adding more companies to the philanthropy model.
To expand the collaboration network to create meaningful change in the lives of the beneficiaries.**

Graph 8. Volunteer Participation



Source: Questionnaires and own evidence. Research conducted in the first quarter, 2024.

- **Volunteer Group:** Comprising students from the Faculty of Accounting and Business at the Universidad Veracruzana and TC Energía.
- **Motivation:** To help those in need, acting as links between donors, recipients-distributors, and beneficiaries.
- **Decrease in Volunteers:** The number of volunteers has decreased, mainly due to the vacation period when some returned to their places of origin.

- Activities Carried Out:

- Decorating boxes for food packages.
- Sorting and organizing supplies.
- Assisting in workshops led by the psychologist.
- Delivering food to beneficiary communities.

- Impact:

-The participation of volunteers has been essential to the success of the initiatives and has had a positive impact on the families served.



Conclusions

During the first three months of operations, **Alas de Amor** has established a solid foundation for rescuing food and supporting families in vulnerable situations in Veracruz.

Despite challenges such as a decrease in the kilograms of food rescued, we have consistently **supplied 50 families**, focusing on women and children facing food insecurity.

A key achievement has been the **consolidation of strategic partnerships** with businesses and organizations at local, national, and international levels, which has expanded our reach and facilitated both food distribution and the organization of comprehensive development workshops.

We have the **ongoing participation of volunteers** from the Universidad Veracruzana and TC Energía, who have been essential to our activities.

The implementation of **awareness workshops** not only improves nutrition but also strengthens skills and knowledge to enhance long-term quality of life.

We will continue to work to overcome obstacles and expand our positive impact in the most needy communities of Veracruz.

Testimonials



ZURIZANDI

BENEFICIARY OF "ALAS DE AMOR"

"We are very grateful for the support you are giving us, because we do need some things and don't have anyone to help us. Thanks to you, who are helping us in such a beautiful way, and we hope you can reach many places around the world."

LAURA

BENEFICIARY OF "ALAS DE AMOR"

"This means a lot of blessings; it means that God has sent you; it means that you are helping us with our finances and our economy. Thank you for coming, thank you for supporting us, and may God bless you."

LAURA

VOLUNTEER "ALAS DE AMOR"

"It has been a very beautiful experience to help those in need, and I would definitely do it again."

Thank you for your support

Sharing Abundance

