



**Casa de  
la Amistad**  
para niños con cáncer

2024



# Annual Report

TALKING ABOUT CANCER IS TALKING ABOUT LIFE.





**Casa de  
la Amistad**  
para niños con cáncer



Dear Friends,

As we close 2024, we take a moment to reflect on the achievements, challenges, and lessons we have experienced. At Casa de la Amistad, we remain a beacon of hope for children and young people facing cancer, thanks to the joint efforts of our staff, donors, volunteers, and board members.

This year, we strengthened our 2030 Strategic Plan to improve the survival rate of children with cancer in Mexico through a reinforced care model and a greater emphasis on treatment adherence.

I would like to express my deepest gratitude to our Board of Trustees, which has actively participated in our committees and achieved great progress. I would like to highlight:

- **The Fundraising Committee**, which exceeded our financial campaign goal thanks to the commitment of the board and our team.
- **The Medical Committee**, which consolidated a team of experts and updated our policies and procedures to ensure the best treatment for our children.
- **The Institutional Relations Committee**, which strengthened our partnerships with hospitals, companies, and institutions.
- **The Marketing Committee**, composed of Mexico's most prestigious agencies, which launched a successful campaign led by Martha Debayle.
- **The Events and Golf Committee and the Gifts with Cause Committee**, which significantly increased our fundraising efforts.
- **The Audit Committee**, which has ensured transparency and accountability in every action, guaranteeing the efficient and responsible use of resources.

I want to thank our donors, who trust in our mission; our volunteers, who dedicate their time and hearts; and our entire team, who work tirelessly for a brighter future for our beneficiaries.

Your generosity and commitment are the foundation on which we build hope. We look to the future with determination, knowing that our mission is more alive than ever. Thank you for being part of this dream and for walking alongside us in this fight for life.

With gratitude and hope,

**LORENZA MARISCAL S.**  
PRESIDENT



# BOARD OF TRUSTEES

## 2024-2025

## OUR MISSION

Increasing the survival rate of underprivileged children and young people with cancer in Mexico by promoting treatment adherence.



## OUR VISION

To be the leading Private Assistance Institution that positively impacts the survival rates of underprivileged children and young people with cancer.



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**Vice President of Fundraising**

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**Auditor**

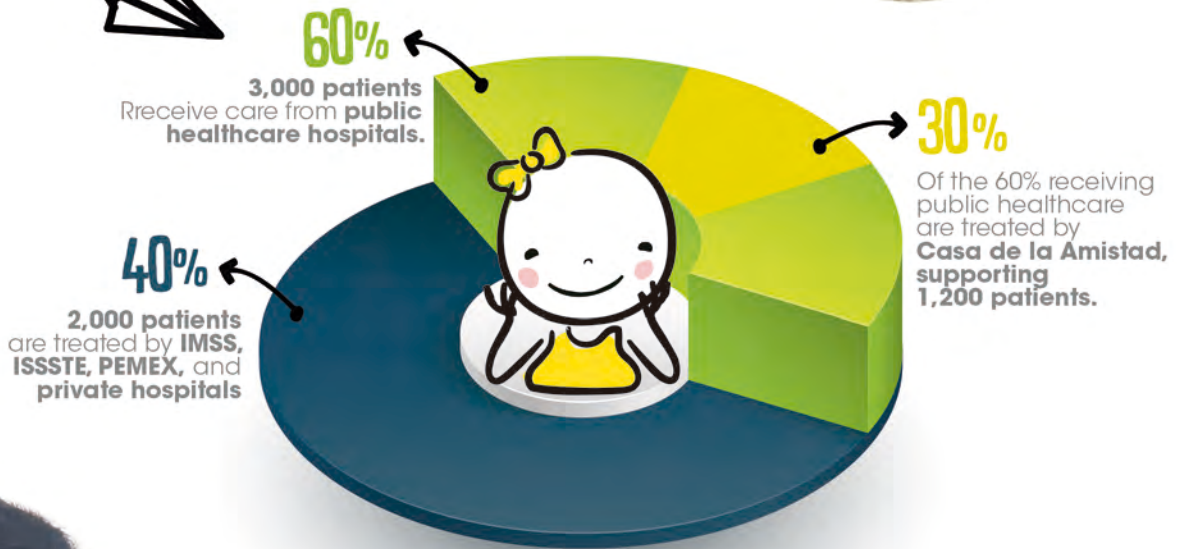
Federico Manzano López  
**Advisor**

### **Vocal Patron**

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Armida Sánchez Arellano  
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Perla Ruíz Sánchez  
Rafael Padilla Longoria  
Raúl Morales Medrano  
Yazmín Amelia Chirino Barceló

# CHILDHOOD CANCER IN MEXICO

Childhood cancer is the leading cause of disease-related death among children and young people aged 5 to 14.



Mexico only has **180 certified pediatric oncologists**, but **400 are needed** to meet the demand.



The three most common types of childhood cancer are leukemia, lymphomas, and brain tumors.

# CASA DE LA AMISTAD FACING THE CHALLENGE OF CHILDHOOD CANCER



## EARLY DETECTION:

70% of cases are not detected in time.

- **Timely Treatment:** The average treatment delay is 3 to 4 weeks.
- **Proper Treatment:** 25% of children pass away due to infections during early treatment.
- **Treatment Adherence:** In some regions, the abandonment rate is 20%, but at Casa de la Amistad, it is 0%.

## EARLY CARE

If treatment is not started in a timely manner, the chances of survival decrease.

The delay in receiving care for the disease ranges from 3 to 4 weeks.

**At Casa de la Amistad, we provide timely oncological treatments.**

## PROPER TREATMENT

During the initial stage of treatment, deaths occur due to infections.

25% of children and young people pass away during this stage.

**At Casa de la Amistad, we contribute to ensuring that patients receive complete treatments.**

## TREATMENT ADHERENCE

Abandoning oncological treatment leads to a significantly higher risk of death.

In some regions, the abandonment rate is as high as 20%.

**At Casa de la Amistad, we have a 0% abandonment rate in treatment.**





# AT CASA DE LA AMISTAD

All the support provided by **Casa de la Amistad is completely free**, allowing the patient to focus on their treatment while **their family has the time and attention to care for and accompany them.**



Our goal is to **increase the survival rate of children and young people diagnosed with cancer** through four key actions:



## TIMELY DETECTION

**Awareness of Signs and Symptoms**

- Social Media Posts: **27**
- Social Media Reach: **55,249 people**



# EARLY CARE



The delay in receiving treatment is 3 to 4 weeks, which is why our actions and strategies ensure immediate access to treatment after diagnosis.



**+600**  
NEW TREATMENTS



**+1,290**  
ONGOING TREATMENTS



## States Supported by Casa de la Amistad:

Aguascalientes, Baja California Sur, Baja California Norte, Chihuahua, Campeche, Ciudad de México, Chiapas, Estado de México, Guerrero, Jalisco, Michoacán, Morelos, Nayarit, Nuevo León, Oaxaca, Puebla, Querétaro, Quintana Roo, Sinaloa, Tabasco, Tamaulipas, Veracruz, Yucatán.

22 HOSPITALS  
in 20 states

8 HOSPITALS  
in Mexico City

30 HOSPITALS  
supported



**8,962**  
prescriptions filled at  
Casa de la Amistad



**2,066**  
special studies  
provided



## Most Common Types of Support Provided by CDLA

- **Medications:** Chemotherapy drugs, antibiotics, antivirals, antiemetics, antifungals, pain relievers, antiepileptics, cytoprotectors, bone marrow stimulators, chemotherapy accessories.
- **Special Studies:** Gamma scans, MRIs, PET scans, minimal residual disease tests, immunophenotyping, radiotherapy, laboratory studies, CT scans.
- **Additional Support:** Protheses, endoprotheses, wheelchairs, crutches, oxygen, funeral support, post-transplant patients, immunosuppressive drugs, antimicrobials, nutritional supplements.



# PROPER TREATMENT



The MAS Strategy (Care and Survival Model) is based on four fundamental pillars designed to increase the survival rate of children and young people with cancer in Mexico. Currently, this strategy impacts 54% of pediatric cancer cases in the country, significantly improving access to timely and high-quality treatments.



## PrOFILE\* México

The participating centers care for **4,600 new children** each year.



360-degree dynamic self-assessment of healthcare service delivery, helping medical teams and institutions define improvement strategies to enhance childhood cancer survival rates.

\* St. Jude "Pediatric Oncology Facility Integrated Local Evaluation" Tool



## Coverage and Expansion



Number of states covered:



**27** out of 32

Number of hospitals involved:



**110** out of 131

**96%** participation from the public sector

**Northeast Route starts in February 2025**



México en Alianza con St. Jude

PrOFILE

Connecting Mexico





## Collaboration

### 59 healthcare institutions from various sectors are MAS members:

33 associate centers with signed collaboration agreements

- 26 affiliated centers collaborating, of which 13 are in the process of signing agreements
- MAS is present in 28 states and Mexico City

Hospitals treating children with  
cancer in Mexico are MAS members

45%



## Modernization

### 1,101 children suspected of acute lymphoblastic leukemia (ALL) received an accurate and timely diagnosis

- 3 laboratories collaborating and validating processes
- Next-Generation Sequencing incorporated into the new diagnostic panel
- 21 hospitals collaborating in the Puente Project

Patients diagnosed with ALL received  
a complete diagnostic panel

>902



## Quality

### 74 hospitals participated in the Golden Hour program, covering all states in Mexico

- >2,000 coaching sessions for improvement
- >8,000 febrile events attended
- 37% reduction in sepsis
- 3 Centers of Excellence in Early Warning Score Assessment (EVAT)

Lives saved through the Golden Hour program

50



## Evidence

### 27 centers implementing the SJCARES hospital registry

- >1,750 cases recorded and monitored
- >100 healthcare professionals trained
- 25 active Clinical Research Coordinators
- 56 scholarships awarded for 5 international pediatric hemato-oncology conferences
- >20 research papers presented

Scientific articles published

2





# TREATMENT ADHERENCE



## CDLA Care Model

In 2024, the shelter's strategy focused on strengthening its social intervention model, increasing service value, and ensuring the strength of its projects from a human-centered approach. **The impact is reflected in each action, backed by real-life testimonies and transparency in processes.**



## Nutrition



- **Stage-Cycled Menu:** Covers the nutritional needs of each age group, ensuring a balanced diet.
- **Caregivers' Nutrition and Self-Care Workshop:** Trains caregivers to support the nutritional and overall well-being of children and young people.
- **"H" Certification:** Ensures compliance with strict hygiene and food safety standards.

### Caregivers' Nutrition and Self-Care Workshop:

This workshop trains caregivers in nutrition and self-care, supporting both the oncological treatment of children and young people as well as the well-being of those who care for them.

### "H" Certification:

Ensures that the shelter complies with strict hygiene and food safety standards, from food reception to preparation and storage, protecting the health of oncology patients. This guarantees a safe and healthy environment for their well-being.





## Emotional Support



The Biopsychosocial Care Model offers both personalized and group care, adapting to the diverse needs of the population.



This year, two new projects were launched for oncology patients: Oncology Survivors and Oncological Physical Rehabilitation

Both projects focus on improving patients' quality of life through emotional support, physical therapy, and ongoing guidance.

Casa de la Amistad also participated in the "It's Time to Start" project by Fundación Grisi, which promoted socialization and the creation of support networks among participants.

Oncological rehabilitation follows a physiotherapeutic approach that prioritizes a comprehensive assessment of the individual and their well-being, facilitating their reintegration into daily activities. The main goal of this model is to improve symptoms and enhance the quality of life for oncology patients.

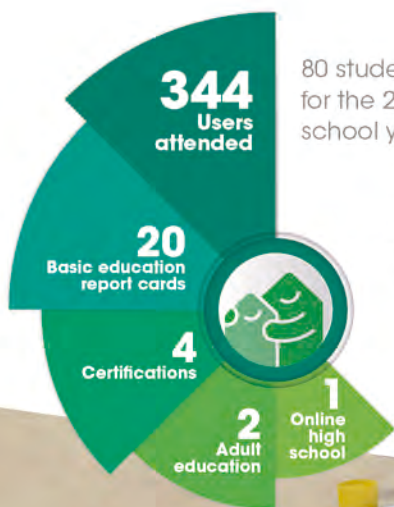


## Educational Support



The department provides essential tools to users, helping them build their life projects and ease their social integration.

Recently, 12 users were successfully reintegrated into their original schools, fulfilling one of the fundamental objectives of helping children return to their daily lives.



80 students accredited for the 2023-2024 school year





# VOLUNTEERING AT EN CASA DE LA AMISTAD



We sincerely thank all our volunteers for their invaluable support. You cannot imagine how much it means to us to have your presence and collaboration, working together to build a future free of cancer for the children and young people of Casa de la Amistad.



## Institutional Volunteering

- 93 volunteers
- 18 Committees
- 110,000 hours of work



## Corporate Volunteering

- 1,255 voluntarios
- 7 educational institutions
- 41 companies
- 1,155 workdays



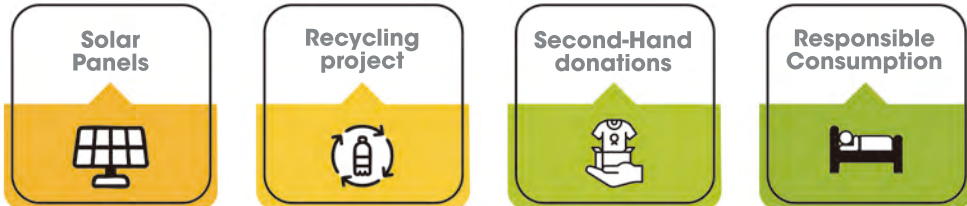


# SUSTAINABILITY

## AT CASA DE LA AMISTAD



At Casa de la Amistad, our priority is to maintain a positive and responsible relationship with our environment. **Our 34 years of work represent not only our commitment to children and their families but also our responsibility to all those who trust in our mission.**



### Solar Panels

We installed **87 solar panels and 2 inverters**, resulting in:

- Generated photovoltaic energy: **54 KWp**
- Savings generated since September 2024: **\$80,000 MXN**

### Recycling Project

Paper (Books, Archives, and Shredded): **15 tons**

- Plastics: **500 kg**
- Cardboard: **1.5 tons**
- Electronics: **1 ton**
- Textile Waste: **4.5 tons**

### Processing and Recovery of Second-Hand Donations

We classify and sell our products by category, giving each item a second chance and promoting the circular economy for environmental benefit.

- Clothing: **216 tons**
- Shoes: **6 tons**
- Furniture: **150 tons**
- Various Items (Electronics, Decorations, Others): **250 tons**

### Responsible Consumption at Casa de la Amistad Shelter

Elimination of Styrofoam in all food-related products.

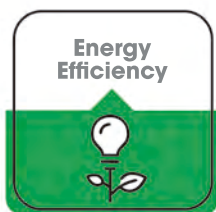
- Reuse of donated furniture for administrative and common areas.
- Optimization of in-kind donations for food, supplies, pantry, and clothing needs.
- **Estimated kitchen savings: \$1.6 million MXN in food costs.**





# SUSTAINABILITY

## AT CASA DE LA AMISTAD



### Energy and Energy Efficiency

- Adoption and generation of photovoltaic energy
- 100% transition to LED lighting technology
- Renovation and upgrading of electrical installations

### Environmental Care

- Full adoption of natural gas for shelter consumption (kitchen, boilers, emergency power plant)
- Responsible management and disposal of cooking oils and fats



### Care and Respect for Human Rights

- Violence Identification Protocol
- Labor Inclusion Policy (Survivors)



**Casa de la Amistad**  
para niños con cáncer

WE ARE  
RESILIENT,  
SUSTAINABLE,  
AND RELIABLE.



**CEDIS**  
Distribution Center



We appreciate the dedication and commitment of the classification volunteer team, who, together with corporate volunteers and the area team, made these results possible, supporting the institution's sustainability and needs.

### Classification of Clothing and Various Items:



### Logistics



This report presents the performance and efficiency in managing user transportation to different hospitals and planning the collection of donations requested by Casa de la Amistad.



Over the year, the department **covered 115,704 km, equivalent to circling the Earth 9 times.**





# MEET FERNANDA'S STORY



I am 7 years old and I'm from Guerrero.  
I was diagnosed with Acute Lymphoblastic Leukemia.

Everything started when I began feeling unwell. I was very pale, had a persistent fever, and we noticed that my tummy was swollen.

My mom, worried that my fever wouldn't go down, decided to take me to a private doctor.

There, they ran some laboratory tests, and after reviewing the results, we were sent to a hospital in Acapulco.

That's when we received the news: I had Acute Lymphoblastic Leukemia.

The disease made me very sick, and my mom was really worried. When I started chemotherapy, things became even more difficult. I lost my hair, had no appetite, and didn't feel like doing anything. Despite everything, my mom never left my side.

Weeks passed, and then Hurricane Otis hit Acapulco. It was a very difficult experience.

The hurricane caused a lot of damage, and both my mom and I were very scared. In the midst of all the uncertainty, we had no choice but to move to Mexico City to continue my treatment.

For us, arriving here was completely new. We had never been to this city before and didn't know anyone. Fortunately, at Hospital Moctezuma, a social worker told us about Casa de la Amistad.

From the moment we arrived, our lives changed completely.



Here, we were given a beautiful room with our own bathroom, where we can be comfortable and at ease.

We also receive delicious meals, medications, laboratory tests, and transportation—both from our home in Guerrero and from the shelter to the hospitals.

One of my favorite places is La Escuelita, where I always have fun and learn new things.

My mom says the best thing about Casa de la Amistad is that we don't have to worry about paying for anything. My treatments are very expensive, and if it weren't for the support we receive here, we don't know what we would have done. We are deeply grateful for everything they have given us.

Moreover, everyone here is so kind. The psychologists, teachers, and staff always have words of encouragement and a smile for us. I've also met other children who are going through the same thing, and we have found comfort in this new family we've built together.

When I first found out about my illness, I felt very sad and was afraid that I wouldn't get better. Today, I am still receiving my treatments, and even though it is a long process, I feel more positive and calm.

Every time I'm at the hospital, one thing that makes me really happy is watching the airplanes fly by.

**Every time I'm at the hospital, one thing that makes me really happy is watching the airplanes fly by.**



# FUNDRAISING AND FINANCIAL SUSTAINABILITY



Throughout 2024, strategic alliances were maintained and established, allowing us to increase the visibility and positioning of Casa de la Amistad's mission and expand donation opportunities both nationally and internationally.

## Casa de la Amistad's Revenue Sources



All these achievements and fulfilled goals would not have been possible without the support of our donors, who stand by us in our mission.

To EACH AND EVERY ONE OF you,  
THANK YOU FOR TRUSTING  
CASA DE LA AMISTAD.





# CASA DE LA AMISTAD FINANCES

Casa de la Amistad's financial statements are audited and certified by **Deloitte.** ensuring transparency and accountability in our financial management.



## Income Statement 2020-2024

(Figures in thousands of pesos)

	2020	2021	2022	2023	2024
Income	135,901	188,762	190,523	190,017	205,773
Expenses	135,499	154,532	197,249	198,757	206,407
<b>Net Results</b>	<b>402</b>	<b>34,230</b>	<b>(6,726)</b>	<b>(8,740)</b>	<b>(634)</b>



## Balance Sheet

As of December 31, 2024 (Figures in thousands of pesos)

### Assets

Current Assets	12,055	23,392	12,475	9,522	15,875
Net Fixed Assets	24,412	22,828	24,972	27,845	29,582
Deferred Assets	116,289	142,670	149,736	146,605	140,615
<b>Total Assets</b>	<b>152,756</b>	<b>188,890</b>	<b>187,183</b>	<b>183,972</b>	<b>186,072</b>



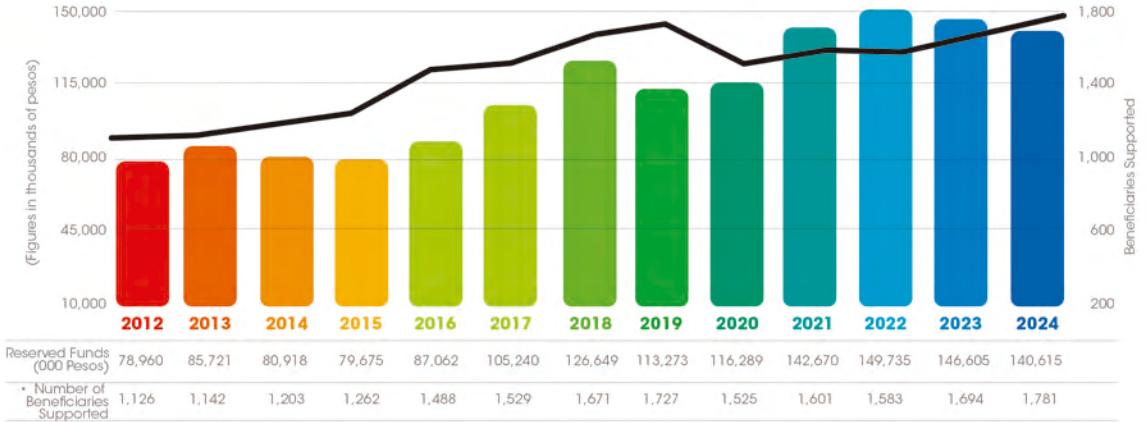
### Liabilities and Equity

Short-term Liabilities	10,616	12,520	17,539	23,068	25,801
Equity	141,738	142,140	176,370	169,644	160,904
<b>Net Results</b>	<b>402</b>	<b>34,230</b>	<b>(-6,726)</b>	<b>(-8,740)</b>	<b>(-633)</b>
<b>Total</b>	<b>152,756</b>	<b>188,890</b>	<b>187,183</b>	<b>183,972</b>	<b>186,072</b>



## Restricted Reserve

As of December 31 (Figures in thousands of pesos)



WE TRANSFORM  
 your trust into a secure  
 and prosperous future  
 for the children and young  
 people of Casa de la Amistad.





**Casa de la Amistad**  
para niños con cáncer

Together, we build a future free of childhood cancer.

DISCOVER ALL THE WAYS YOU CAN HELP:



ARE YOU FOLLOWING US ON SOCIAL MEDIA?

Join us and change lives!



**FACEBOOK**  
/CasadelaAmistadMexico



**LINKEDIN**  
Casa de la Amistad para niños con cáncer, I.A.P.



**TIKTOK**  
@casadelaamistad



**INSTAGRAM**  
@CasadelaAmistadMEX



**X**  
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**VISITA NUESTRA WEB**  
cdla.org.mx

