



*"You make the difference,
Together we make the change"*



1 km. of Blankets Campaign

Objectives:

To motivate diverse sectors of society to work together for the benefit of the most vulnerable communities both in Mexico City and in The State of Mexico.

To start a new culture of children and adolescents, leaders in community work.

To gather 20,000 blankets along 1km in Reforma Street, one of the most famous streets in Mexico, gathering all around The Independence Angel.

Our Accomplishments

2007 Campaign:

- We doubled our goal gathering a total of 4,000 blankets. The Government of Mexico City doubled this number, uplifting our goal to a total of 8,000 blankets.
- We were able to include into the campaign the participation of children from different schools, socially responsible businesses, civil society, The IAIS and the Mexico City's Government.

2008 Campaign:

- We were able to exceed our goal gathering a total of 9,132 blankets, quantity that was doubled by Mexico's City Government enabling us to end up with a total of 18,264.
- We were able to unite the interest of businesses, government, schools, civil society in a conjoint effort to demonstrate that together, the Mexican people can make a difference.
- We were able to receive media coverage by several mass media, so our message of teamwork and social consciousness reached millions of people.
- We established in Reforma Street a unique event filled with musical performances, artistic shows, story telling modules, kiosks offering diverse activities and student participation. The influx of people reached 20,000 persons.

Social Impact 2008

- 18,264 children and elders along with their families were directly benefited.
- Over 500 children and youth participated directly in the logistics and planning of the campaign. Over 5,000 students participated through their schools involvement.
- Through the support of well known businesses, we ended up creating a campaign worth \$2,000,000.00 pesos.
- 20 schools participated directly in the campaign.
- The message that promotes citizenship and social participation in order to become agents of change reached millions of people through vast mass media coverage.
- The names of our sponsors reached well renowned institutions including DIF Nacional (Directly to our country's first lady, Lic. Margarita Zavala), SEDESOL and the Main Office of Mexico City Government.

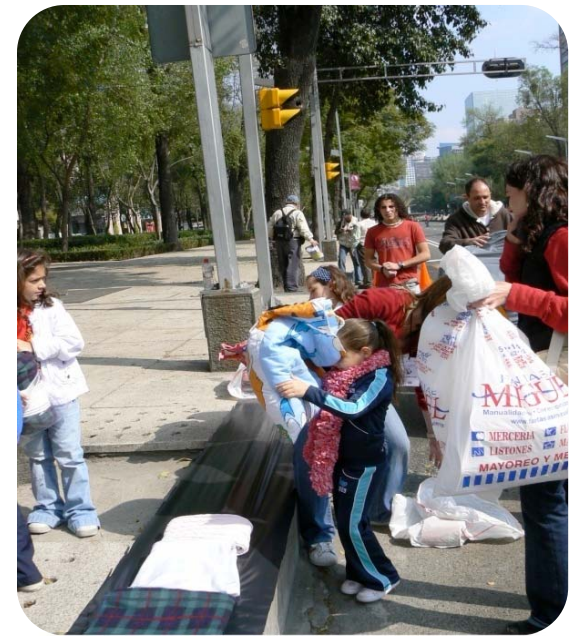
Benefited Communities

Mexico City

1. Cuajimalpa
2. Tlahuac
3. Milpa Alta
4. Álvaro Obregón
5. Miguel Hidalgo
6. Gustavo A. Madero
7. Xochimilco
8. Tlalpan
9. Iztapalapa

State of Mexico

1. San Juan
2. Ojo de Agua
3. Contadero
4. Ejido de San Cristóbal
5. San Pedro Tejalpa
6. Tejalpa
7. Progreso
8. Recibitas
9. Chapa de Mota



*November 8
From 9:00 to 1:00
In the Angel of
Independence
We are counting on you*



“We are the change we want to
see in the world”

Gandhi