

All roads lead to Mexico's development

2011 Annual Report



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Message from our Director

It is with great delight that we share with all our interest groups—board members, donors, beneficiaries, employees, volunteers and civil society organizations— and the general public the second Annual Report of the BBVA Bancomer Foundation. This document is barely a reflection of the shared effort BBVA Bancomer, its Foundation and its allies put into encouraging the changes that Mexico needs.

Education is one of Mexican society's most important challenges. According to a study of the Organization for Economic Cooperation and Development (OECD), across the countries that are part of this organization, such as Mexico, one in every five young adults, on average, abandons his or her studies before finishing high school. The economic and social costs of school failure are very high.

Conscious of this enormous challenge and for the last eleven years, the BBVA Bancomer Foundation has committed itself to ensure that more children and youngsters have the opportunity to conclude their secondary school/junior high school/middle school (grades 7th to 9th) studies. Today, the results we have achieved give us an enormous sense of satisfaction and encourage us to renew our efforts to keep moving forward with this task.

In our program *"Por los que se quedan"* (*For Those Who Are Left Behind*) we have 15,000 active beneficiaries, who are accompanied by 700 "godfathers" and "godmothers", who are bank executives in our different branches that act as mentors for these students. But this year we

have gone further: we have made alliances with other prestigious institutions to provide these youngsters with more tools for their future. That is the case of the *Young Social Entrepreneurs* program, in collaboration with Ashoka, through which 37 young students from Michoacán received mentoring and seed money for their socially oriented businesses, in benefit of their communities.

Also in the realm of entrepreneurship, this year we remodeled and provided new furniture and equipment for three *BBVA Bancomer Educational and Productive Centers-Social Incubator* in Hermosillo, León and Morelia. In total, we now have thirteen centers that operate with this model, in alliance with the Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM). Likewise, we remodeled the *BBVA Bancomer Educational and Productive Center* of Pachuca and re-inaugurated the Center in Magdalena Contreras, with a unique model. In 2011, 414 microenterprises were incubated in our centers.

But what we want for Mexico's future is not limited to education and entrepreneurship. As part of our responsibility with the environment, this year we invited more than 35,000 children and youngsters to participate in the many activities to promote environmental awareness that the specialized organizations we work with offered. Thanks to these activities, we believe we have managed to plant the seed of environmental awareness in those that will inherit this substantial part of our country's richness.

In terms of the cultural area of our Foundation, for the first time ever we configured an itinerant exhibit that gathers together a selection of works belonging to the BBVA Bancomer Group's artistic patrimony. The exhibit will keep traveling all over the country in 2012, so that more people get to know firsthand a part of our cultural richness.

We are very thankful for the trust BBVA Bancomer customers have put in us, by supporting our activities through their donations in ATMs and their participation in the B+ Educa fund, the first social investment fund in Mexico.

Finally, I want to take this opportunity to renew our commitment with the Ten Principles of the United Nations Global Compact, which we joined in 2011. This Annual Report is our Communication on Progress (COP), as mandated by the Global Compact.

It is time to keep moving forward.

Sincerely,



Gustavo Lara Alcántara,
Director



About this Report

The BBVA Bancomer Foundation Annual Report 2011 is the second one that is issued. It includes all the activities and results achieved by the organization from January 1st. to December 31st., 2011. In this Report we provide information solely about the actions and achievements of the BBVA Bancomer Foundation and it is a separate document from the respective reports issued by the BBVA Bancomer Financial Group and its affiliates.

For its elaboration, we used the G3 guidelines provided by the *Global Reporting Initiative* (GRI-G3). On the one hand, we used its principles to define the contents, that is: materiality, interest group participation, sustainability context and exhaustibility. On the other, we report the indicators within its three main topics: economic, social and environmental performance. We also included the indicators of the sectorial supplement that corresponds to the Foundation, that is the one for non-governmental organizations (NGOs), published three years ago.

Since this is the second edition of the Annual Report, we are able to present historical data that allow for comparisons between the Foundation's performance in 2010 and in 2011. In those cases where the data is available, we present historical series for further comparisons.

For some particular issues, such as the environment and the Code of Conduct, we use the data reported by the BBVA Bancomer Group, since the Foundation shares its politics and programs, and even its offices. The BBVA Bancomer Foundation provided all the information that is reported here and the corresponding areas within the organization are responsible for all contents, unless specified otherwise. Finally, this Annual Report of the BBVA Bancomer Foundation 2011 is verified by a third party, Deloitte and GRI, and it obtained an A+ grade from the GRI-G3, GRI-checked.

I. The BBVA Bancomer Foundation

a. Who are we?

We are a civil-society, non-profit organization that embodies the BBVA Bancomer Financial Group's will to develop innovative programs in support of Mexican society, within the realms of education, culture and productivity, always in alignment with its principles and values, to promote individual and collective development. If you want to know how the BBVA Bancomer Foundation came about, please visit our [Annual Report 2010](#).

b. Mission, vision and objectives

Our mission is to raise and channel resources to support programs that foster the social, educational and cultural development of Mexican society. Our vision is to be the leading organization in the field of Corporate Social Responsibility through the creation, support and execution of educational and cultural programs that promote an integral development of society.

Our objectives are:

- To offer educational tools to impoverished communities that allow them to improve their quality of life and promote their individual and family development.
- To support formal education for Mexican children and youngsters, particularly those who make an effort to achieve academic excellence.
- To promote environmental education to preserve all natural resources

- To promote the creative and cultural development of Mexico through the support for and the realization of artistic and cultural activities.
- To support those who have been affected by severe natural disasters.
- To develop a fundraising strategy that guarantees the continuance of the Foundation's programs.

c. Corporate Social Responsibility

The BBVA Bancomer Group has committed itself to working hard to offer a better future for people as part of its business model, its mission and its daily operation. For that reason, and in the framework of the ethical, respectful and responsible exercise of its corporate citizenship, it channels 1% of its annual benefits to social action programs.

Education is one of the main challenges that Mexico faces today. To have a more prosperous and equitable society depends, in great measure, on the importance given to this issue. For that reason, BBVA Bancomer has made of fostering formal education the essential element of its Social Responsibility Strategy (SSR). Given the close relation between what the Foundation does and BBVA Bancomer's SSR, the area of Corporate Responsibility and Reputation of the firm, which is in charge of coordinating and supervising the organization's economic, social and environmental performance, works hand in hand with the Foundation's team.

d. Why do we support education?

Let us think of education as the means of developing our greatest abilities, because in each of us there is a private hope and dream which, fulfilled, can be translated into benefit for everyone and greater strength for our nation.

John F. Kennedy

According to the Organization for Economic Cooperation and Development (OECD), in its report *Equity and Quality in Education - Supporting Disadvantaged Students and Schools*,¹ students from low socio-economic backgrounds are twice as likely to be low performers. The lack of equity and inclusion can lead to school failure and almost one in every five young adults across OECD countries abandons his or her studies before completing high school.

The BBVA Bancomer Foundation concentrates its efforts on the education of Mexican children and youngsters given that, as the OECD report referred to above pointed out, reducing school failure generates individual and social benefits. Likewise, it contributes to economic growth and social development.

The key is to have an educational system with quality and equity. In our case, and given our possibilities to have an impact on this issue, we bet on equity, that is, that per-

sonal and social circumstances, such as gender, ethnic origin or family background do not prevent our children and youngsters to realize their educational potential.

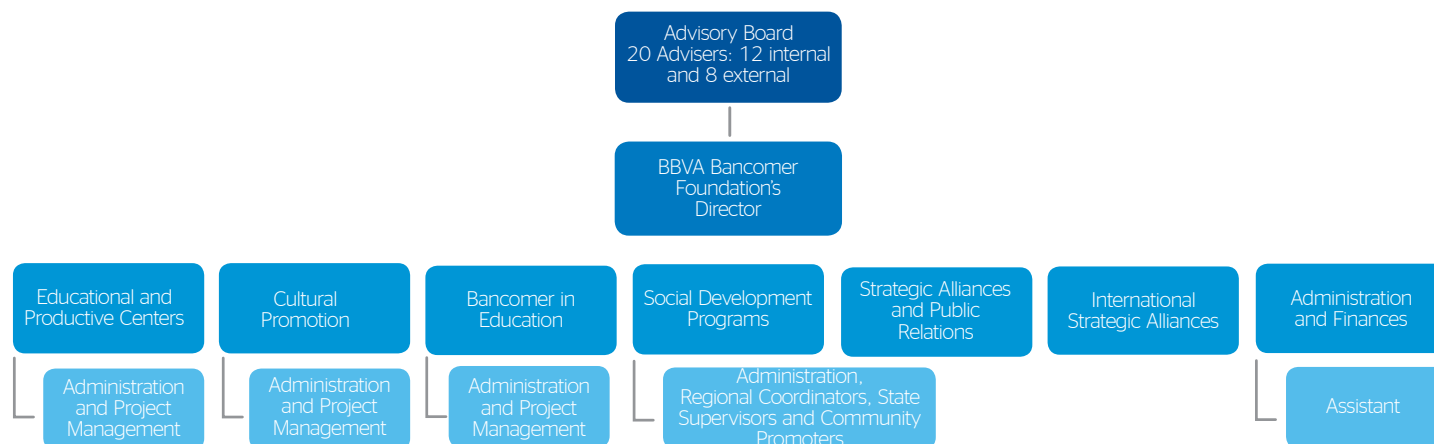
In the end, the economic and social costs of school failure and dropout are high. Those who manage to complete their education up to high school have better employment perspectives and healthier lifestyles, and that has positive consequences for public budgets and good returns on public investment.

From a national perspective, those who are more educated contribute to have more sustainable economies and more democratic societies. They are also less dependent on public aid and less vulnerable to economic downturns. Better-educated societies have better chances of surviving the current international crisis and also any other crisis in the future.

For this reasons, the BBVA Bancomer Foundation invests its efforts and resources in education. It is a strategy based on justice and, also, an economically efficient one. If we think about a better future for people, as our motto states, the best way to get there is through education. That all of Mexico's children and youngsters have access to basic education of the best quality and that they stay in school, at least until they finish high school, must be the core element of any growth strategy in the future. For this reason, we keep moving forward.

1. The book is available in English at 10.1787/9789264130852-en.

e. Corporate structure and government



Source: BBVA Bancomer Foundation.

Our main organ of government is the Advisory Board, formed by twenty members, 12 of which are internal and 8 external. This means that 40% of our Board members are external, which makes the Board a plural, objective and participative institution. Given that we are a private sector foundation, it is important for us to maintain a balance between social action and corporate responsibility, which guarantees the Board's impartiality, as well as the plurality of opinions in the decision-making process.

Our advisors are part of the Board on an honorary, voluntary and strictly personal basis; they cannot delegate this responsibility on a proxy or third person. Among their responsibilities, they have the one of designating the internal committees of the Foundation: one for the Educational and Productive Centers, one for Donations, one for Editorial

matters, one for Public Relations, one for Bancomer in Education and one for Administration and Finances.

The Board members are selected on the basis of their experience, their professional history and the places where they work. They are prestigious and active members of the community; thus, they are the best thermometer to keep our work updated with regards to the needs of both the Foundation itself and society.

The Board's performance is evaluated through the results achieved with the various programs of the Foundation, as well as through the surveys conducted with our interest groups. This is an open feedback process that involves beneficiaries, employees and civil society organizations that are polled every year.

Members of the Board of the BBVA Bancomer Foundation (2011)	
Internal	External
Mr. Ignacio Deschamps González, <i>President</i>	Mr. Manuel Arango Arias
Mr. Luis Robles Miaja, <i>President</i>	Mr. Alejandro Burillo Azcárraga
Mr. Jaime Federico Álvarez Meyer	Ms. Bárbara Garza Lagüera Gonda de Braniff
Mr. Julio César Anaya Elizalde	Mr. Claudio X. González Guajardo
Mr. Ramón Arroyo Ramos	Ms. María Eugenia Ramírez España de Guajardo
Mr. Ramón Horacio Bartning Pérez	Mr. Alejandro Ramírez M.
Mr. José Gerardo Flores Hinojosa	Ms. Martha Smith
Mr. Uriel Galicia Negrete	Mr. Jorge Tapia del Barrio, <i>Commissioner</i>
Mr. Eduardo Osuna Osuna	
Mr. Jorge José Terrazas Madariaga	
Mr. José Fernando Pío Días Castañares, <i>Secretary</i>	
Mr. Alfredo Aguirre Cárdenas, <i>Pro-Secretary</i>	

Source: BBVA Bancomer Foundation.

The mechanism to make recommendations to the Board consists on sending an email to the General Director who, in turn, will channel all demands to our highest organ of government. Likewise, a space is provided on the Foundation's website for our interest groups to send recommendations or comments, if and whenever they deem it necessary.

In 2011, the Board met on three occasions. Among the many issues they discussed, the following are worth mentioning:

- The Board requested a comparative study between the *Enlace* evaluation (a nation-wide exam for all students conducted by the federal Secretariat of Public Education) and the results of the "*Por los que se quedan*" ("*For Those Who Are Left Behind*") program. The comparison included three levels: municipal, state and national.
- The Board supported the establishment of the position of Godfather and Godmother Program Coordinator, with the purpose of promoting, raising awareness and maintaining an active communication with all the bank executives that take part in the corporate volunteer program, as well as detecting the needs and areas of opportunity of the program itself.
- The Board heard the testimonies of the public servants that participated in the *Minerva Program* that we have with the George Washington University. During their visit to one of the Board's meetings, they shared their experiences and thanked the Foundation for its support.

The Code of Conduct and other Norms

The same Code of Conduct that governs BBVA Bancomer as a whole governs the Foundation. The code is based on four essential values: respect for the dignity and rights of each individual; respect for equality among individuals and their diversity; strict compliance with the law, and professional objectivity. Like every year, all employees of the Foundation took the course and the reinforcement session on the Code of Conduct.

At the same time, the Foundation's employees have the *Actitud Responsable (Responsible Attitude)* process to preserve the corporate integrity of BBVA Bancomer by alerting about any situation they consider ethically questionable or that could derive into a non-compliance case before the current legislation. Through this process, the financial group measures and gives follow up to all the cases that are brought to its attention. The channels to introduce a claim are:

By e-mail:
actitud.responsable@bbva.bancomer.com
By phone:
(55) 5621 4188 or 01 800 001 0011

Finally, we have awareness campaigns to reinforce the values and principles of the Code of Conduct among our employees under the concept of *Guardianes BBVA Bancomer (BBVA Bancomer Guardians)*.

On a different note, we promote respect for the dignity and the inherent rights of individuals in all the relations we establish with our Board members, donors, beneficiaries, workers and allies, as well as with the communities where we develop our programs. This commitment is clearly stated in a document called *BBVA's Commitment on Human Rights Issues*, available upon request.

Up to December 31st, 2011, the BBVA Bancomer Foundation had no fines or sanctions registered for non-compliance with laws or norms related to its daily work or patrimony, environmental issues or its relations with society nor incidents related to discrimination, forced labor or human rights violations were detected. Therefore, we have a clean bill of compliance with the law.

f. The numbers in 2011

Direct beneficiaries

304,204

Number of working hours donated by volunteers

28,608

Indirect beneficiaries

917,886

Total CO₂ per employee (t)

3.40

Number of employees

217

Total paper consumption per employee (t)

61

Number of direct volunteers

2,198

Total amount of funds raised (pesos)

\$45'201,738

Total amount destined to the Foundation's programs (pesos)

\$231'894,045

Source: BBVA Bancomer Foundation.

g. Awards, honors and international commitments

- **BeyondBanking Awards:** Finalist in the category of socially responsible initiatives for the investment fund B+ Educa
- **Ganar-Ganar Awards:** Winner in the category of best advertisement for "Gracias" ("Thank You").
- **Ganar-Ganar Awards:** Nominated as the best case of corporate social responsibility for *Campus de los Sueños BBVA Bancomer* (BBVA Bancomer's Campus of Dreams)
- **Pronatura gave a diploma** to the BBVA Bancomer Foundation in recognition of its work in favor of the environment
- **Stevie Awards:** Winner in the category "Year's Best Program in Corporate Social Responsibility in Mexico, Central and South America 2011" for "*Por los que se quedan*" ("*For Those Who Are Left Behind*").

We have joined different international organizations' efforts and agreements such as:

- * The Mexico Alliance for Haiti
- * The Organization of Ibero-American States
- * The United Nations Global Compact




¡Gracias!

Su aportación se ha aplicado en becas para los aplicados.

Este año, más de **3,478** alumnos han sido beneficiados con su aportación.

El Programa Becas de Integración "Por los que se quedan" respalda a alumnas y alumnos en comunidades de origen de migrantes.

Reciba nuestro agradecimiento y el de miles de alumnos que gracias a su generosidad, pueden seguir adelante.

Del 2006 a la fecha hemos becado en el Programa a 20,600 alumnos.

Donativos "Campaña 2010".

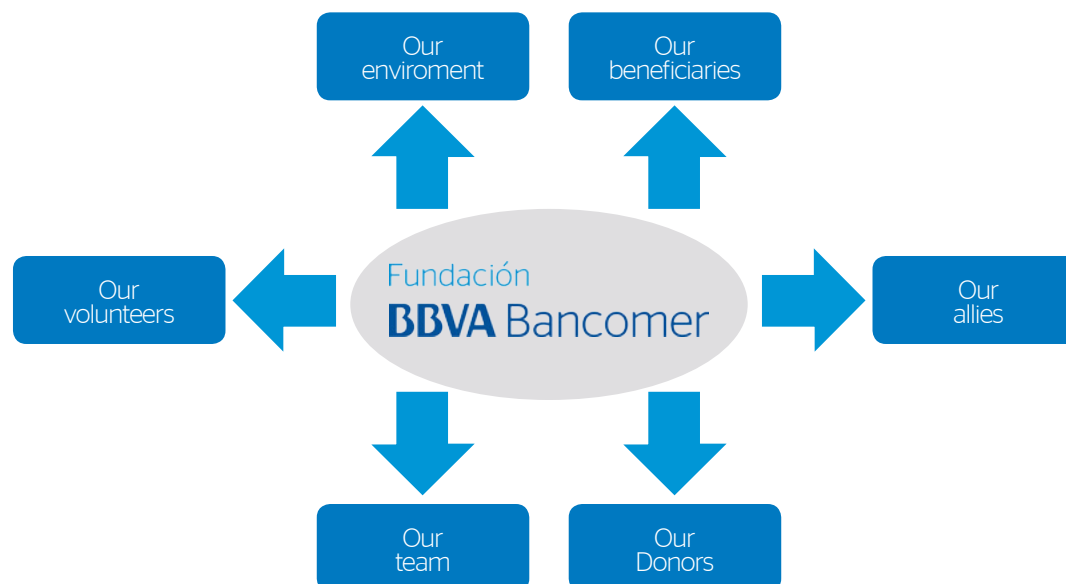
Donativo	Becas Otorgadas	Aportación	Costo de la operación	Total Inversión Programa
Ciudades	3478	\$ 34,780,096.80	-	\$ 34,780,096.80
Otros Donativos	468	\$ 4,682,604.00	-	\$ 4,682,604.00
Fundación BBVA Bancomer	11054	\$ 110,537,299.20	\$ 26,415,000.00	\$ 136,952,299.20
Totales	15000	\$ 150,000,000.00	\$ 26,415,000.00	\$ 176,415,000.00

adelante.



Programa Becas de Integración
 Por los que se quedan
 Por el BBVA Bancomer

II. Who do we work for?



At the BBVA Bancomer Foundation we work for children, youngsters and adults looking for an opportunity to improve their quality of life; for the social and governmental organizations that have joined us in our quest; for those who, with their generous donations, contribute to the achievement of our goals; for our employees, who bring to the table their knowledge and enthusiasm; for those who donate their time voluntarily in benefit of others, and for our planet and the future generations that will inhabit it.

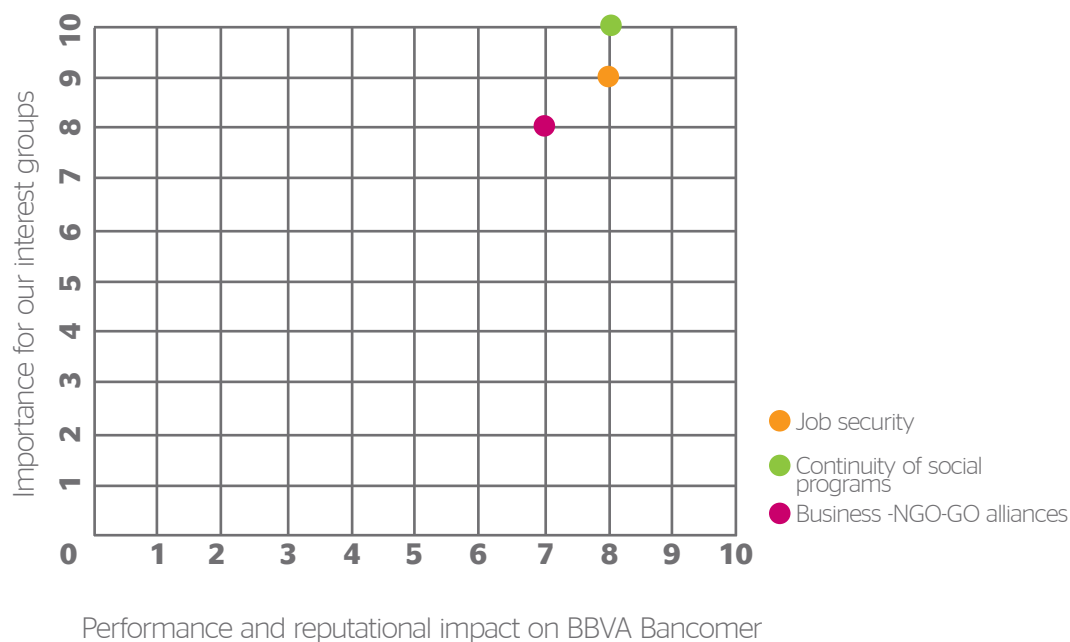
We identified our interest groups according to the analysis of how much is a particular group affected by the Foundation's activities and, in consequence, how much can that particular group affect the Foundation's activities.

We maintain a close relationship with each interest group, in such a way that we can get to know their expectations and design strategies to satisfy them as quickly as possible. We establish communication with them in two ways:

1. Through the traditional channels of communication that operate constantly and all yearlong such as the website for beneficiaries and donors, organizational climate polls for our employees and volunteers, and work meetings with our allies.

2. Through dialogue sessions that are held once a year with the purpose of getting to know what are our interest groups' expectations.

Materiality and Relevant Issues Graph



In 2011, we held focus group sessions with two of our main interest groups -beneficiaries and allies- to get their opinions on the performance of our different programs. The results of these sessions helped us identify the materiality issues for the organization and prioritize the contents of this Annual Report.

The results we were able to obtain from this dialogue with our interest groups were contrasted with the priorities within the BBVA Bancomer Foundation's strategy. This process resulted in the following relevant issues:

- **Employees:** Provide long-term job security for all employees.
- **Beneficiaries:** Give continuance to the social programs that the Foundation is already offering.
- **Civil society organizations:** Establish alliances between the financial group and NGOs to generate projects with a bigger impact. Alliances with governmental institutions are also desirable.

The materiality and relevant issues analysis helps us define the contents of this Report, as well as to identify opportunity areas for our organization.

Relevant Issues and Related Actions in 2011:

Relevant Issues	Actions 2011
Job security	Since the BBVA Bancomer Foundation has its own patrimony, it is a stable organization that offers job positions for the long term, with a binding contract and with all the benefits established by law. To know more about our policies and work practices, please visit section d. "The team" in this chapter.
Take social programs to the next level	The Foundation's programs have a long history that has positioned them favorably, given the accumulated experience. Furthermore, some of them have expanded to provide more coverage and increase their impact. Such is the case of <i>"Por los que se quedan"</i> (<i>"For Those Who Are Left Behind"</i>) that was expanded to provide support for its graduates to go on to high school through <i>Becas Adelante</i> . To get more information on the Foundation's programs' history, please visit the "From Social Assistance to Corporate Responsibility" chapter in our Annual Report 2010 .
Alliances between the Foundation, GOs and NGOs	One of our main interest groups is that our allies, both governmental and non-governmental organizations, with which we work hand in hand to get better results with our programs. To know more about the institutions with which we have collaborated, please see section b. "Allies" in this chapter.

a. Beneficiaries

Our beneficiaries are all those individuals or groups of people to whom our programs are addressed, with the purpose of providing some improvement in their lives with our work. Among the different permanent and temporary programs we had in 2011, we benefited 304,204 people directly and 917,886 indirectly.



Beneficiaries of the Foundation's Programs 2011					
Permanent Programs	Starting Year	Description of the Beneficiaries	Number of Direct Beneficiaries 2011	Number of Indirect Beneficiaries 2011	Direct Beneficiaries To Date (historical)
Strategic area: Educational and Productive Centers					
Educational and Productive Centers	<i>Integral Educational Centers</i> (before Bancomer Volunteers' Program) 1985	Children and adults	1,041 people	5,205 family members (1)	3,138 (a)
	<i>BBVA Bancomer Educational and Productive Centers - Social Incubator</i> 2009	From children over 10 to senior citizens	6,233 people	31,165 family members (1)	15,580
	<i>Magdalena Contreras Educational and Productive Center</i> 2011	From children over 10 to senior citizens	540 people	2,700 family members (1)	1,108 (a)
Strategic area: Social Development Programs					
"Por los que se quedan" ("For Those Who Are Left Behind") Stipend and Mentorship Program	2006	Young secondary school (junior high school / middle school / grades 7-9) students who live in migrant-sending communities	15,000 youngsters (ages 12-15)	75,000 family members (2)	25,600 youngsters

Source: BBVA Bancomer Foundation.

(1) We calculate that, on average, 5 people benefit indirectly from what each person that is enrolled in some activity in these centers learns.

(2) We calculate that, on average, 5 people depend on the grantee's monthly stipend.

(a) Was not reported in 2010.

Permanent Programs	Starting Year	Description of the Beneficiaries	Number of Direct Beneficiaries 2011	Number of Indirect Beneficiaries 2011	Direct Beneficiaries To Date (historical)
Strategic area: Bancomer in Education					
ITESM-Bancomer Grants	2001	Youngsters and adults with high academic performance and low economic background	450 grantees	NA	1,568 grantees (b)
<i>BBVA Quetzal Route</i>	2006	Spanish-speaking young students	7 beneficiaries	NA	117 beneficiaries from 2004 to 2010
<i>Olimpiada del conocimiento infantil (Children's Knowledge Olympics)</i>	2002	Young secondary-school/junior-high school/middle-school students	1,000 grantees	5,000 family members (2)	8,000 grantees
Environmental awareness programs: Peasma, Pronatura, Ciceana and Reforestamos México	Pronatura 2002 Ciceana 2004 Peasma 2007 Reforestamos México 2010	Children from different schools with which the Foundation has established alliances as well as BBVA Bancomer employees	7,000 children (Pronatura) 2,850 children (Ciceana) 2,825 children (Peasma) 8,301 youngsters and adults (Reforestamos México)	NA	113,302 children and adults
ZooMAT (Miguel Álvarez del Toro Zoo)	2011	Children from rural and indigenous areas schools in Chiapas	15,085 students	NA	15,085 students
Natural Disasters Aid Program (Emergency food supply kits and school equipment)	2002	Families affected by natural disasters in the states of Chiapas, Tabasco and Veracruz	6,137 emergency food supply kits	18,411(3)	252,228 people and 98,499 students

Source: BBVA Bancomer Foundation.

(2) We calculate that, on average, 5 people depend on the grantee's monthly stipend.

(3) On average, each emergency food supply kit is enough for 4 people, 1 direct beneficiary and three indirects beneficiaries.

(b) This program ended in 2010; we report only those beneficiaries who are still active during the phase out.

Permanent Programs	Starting Year	Description of the Beneficiaries	Number of Direct Beneficiaries 2011	Number of Indirect Beneficiaries 2011	Direct Beneficiaries To Date (historical)
Strategic area: Cultural Promotion					
<i>Concurso Universitario "Hazlo en cortometraje" (University Contest "Do It In a Short Film")</i>	2008	College students and recent graduates	286 participants and 92 short films	5,720 spectators	882 participants, 494 short films and 102 educational institutions
<i>Fondo de apoyo a las artes (Fund for the Support of the Arts)</i>	1998	Young Mexican artists from different artistic disciplines	264 artists with 42 projects	613,880 visitors	167 projects received support from 2008 to 2011
Exhibits Program	2005	General public	65 artists	96,342 visitors	327,493 people visited the exhibits
<i>Arte actual Bancomer/ MACG (Bancomer/Carrillo Gil Art Museum (MACG) Current Art Program)</i>	2008	Emerging artists (visual arts)	10 selected artists	11,448 visitors	20 selected artists, 488 participants, 11,448 visitors
Editorial Program	1990	BBVA Bancomer Customers and adults in general	13,000 readers	52,000 readers (4)	652,000 readers
Total			80,094	916,871	1'526,723

Source: BBVA Bancomer Foundation.
 (4) We estimate, on average, about 4 readers per publication.

Temporary programs	Starting Year	Description of the Beneficiaries	Number of Direct Beneficiaries 2011	Number of Indirect Beneficiaries 2011	Direct Beneficiaries To Date (historical)
<i>Becas Adelante (Going Forward Grants)</i> (high school stipends for former "Por los que se quedan" - "For Those Who Are Left Behind"- grantees) Pilot program	2010	Former grantees of the "Por los que se quedan" ("For Those Who Are Left Behind") program that want to enroll in high school	166 youngsters	830 (2) youngsters	166 (c) youngsters
"Viva la gente" ("Up With People") Program	2011	Grantees of the "Por los que se quedan" ("For Those Who Are Left Behind") program from the Lerma and Atlacomulco municipalities in the State of Mexico	300 youngsters	NA	300 youngsters
BBVA Bancomer Soccer School	2011	Grantees of the "Por los que se quedan" ("For Those Who Are Left Behind") program from the states of Coahuila, Hidalgo and the State of Mexico	20 youngsters	NA	20 youngsters
Young Social Entrepreneurs in an Alliance with Ashoka	2011	Former grantees of the "Por los que se quedan" ("For Those Who Are Left Behind") program and youngsters from the municipalities of Múgica and Pátzcuaro in Michoacán	37 youngsters	185 youngsters (2)	37 youngsters
"Ver Bien para Aprender Mejor" ("See Well to Learn Better") program, in collaboration with the Ver Bien para Aprender Mejor Foundation	2011	Young secondary school (junior high school / middle school) students attending the schools that take part in the "Por los que se quedan" ("For Those Who Are Left Behind") program	1,804 youngsters	NA	1,804 youngsters
4th International Film Festival in the Countryside with Los que se quedan (Those Who Remain)	2009	People in rural communities across Mexico	9,770 spectators in 51 municipalities	NA	43,934 spectators in 188 municipalities
Minerva Program	2011	Public servants from the Governments of the State of Mexico and the State of Puebla	5 public servants	NA	5 public servants
Civic-Environmental Program in the Chapultepec Forest (Ciceana)	2011	Visitors of the Chapultepec Forest	212,008 visitors	NA	212,008 visitors
Total			224,110	1,015	258,274

Source: BBVA Bancomer Foundation.

(2) We calculate that, on average, 5 people depend on the grantee's monthly stipend.

(c) From the 221 candidates in 2009, 166 were selected as grantees. During the last year of the pilot, 21 grantees were dismissed, because they were not able to maintain the required minimum 8.5 GPA. Thus, for the 2011-2012 school year we had 145 active beneficiaries in the program.

b. Allies

These are the national and international private, governmental and non-governmental organizations that we work with hand in hand to potentiate our impact in the communities we tend to.

The Foundation's Allies 2011

Cultural Promotion Allies:

- Fondo Nacional para la Cultura y las Artes (FONCA, per its Spanish acronym or National Fund for Culture and the Arts)
- Fundación UNAM
- La Panadería Centro Cultural
- Amigos del Museo de Arte Moderno (Friends of the Museum of Modern Art)
- Fundación Cinépolis
- Patronato del Museo de Arte Contemporáneo (Board of Patrons of the Museum of Contemporary Art)
- Teratoma
- Festival Internacional de Cine Documental de la Ciudad de México (International Festival of Documentary Films in Mexico City)
- Fundación Cinépolis
- Kodak de México
- Ollins Studio
- Equiscosa
- New Art Lab
- New Art Digital
- Amigos del Museo de Arte Carrillo Gil (MACG, per its acronym in Spanish or Friends of the Carrillo Gil Art Museum)
- Todo por el Cine
- Editorial Clío
- Editorial Océano
- Festival de México en el Centro Histórico (Mexico Festival)
- Patronato del Festival de Cine de Guadalajara (Board of Patrons of the Guadalajara Film Festival)
- Eje 7, La viabilidad del arte
- Banobras SNC Fideicomiso para la Cineteca Nacional (Banobras Trust for the National Film Archive)
- Instituto de Cultura de Aguascalientes (Culture Institute of Aguascalientes)
- Abel Quezada Asociación Civil (AQAC)
- Museum of Modern Art, New York (MoMA)

Educational and Productive Centers Allies:

- Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM)
- Instituto Nacional para la Educación de los Adultos (INEA, per its Spanish acronym or National Institute for Adult Education)

- Fundación ProEmpleo
- Comité para la Democratización de la Informática, A. C. (CDI, per its Spanish acronym or Committee for the Democratization of Informatics)
- Fundación Cadavieco
- Fundación Manpower

Bancomer in Education's Allies:

- Secretaría de Educación Pública (SEP, per its acronym in Spanish or Secretariat of Public Education)
- Universidad Nacional Autónoma de México (UNAM)
- Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM)
- Programa de Educación Ambiental de San Miguel de Allende (Peasma, per its acronym in Spanish or Environmental Education Program of San Miguel de Allende)
- Centro de Información y Comunicación Ambiental de Norteamérica (Ciceana, per its acronym in Spanish or Environmental Information and Communication Center of North America)
- Governments of the States of Chiapas, Tabasco and Veracruz
- Mexico Alliance for Haiti
- Pronatura México
- Semavihn Chiapas ZooMAT (Miguel Álvarez del Toro Zoo)
- Reforestamos México

Social Development Programs' Allies:

- Ashoka, A. C.
- Fundación Ver Bien para Aprender Mejor, A. C.
- Impulsa (DESEM, A. C.)

National Strategic Alliances and Public Relations' Allies:

- Government of the State of Puebla

International Strategic Alliances' Allies:

- Center for Latin American Issues (CLAI) of the George Washington University (GWU)
- Government of the State of Mexico
- Government of the State of Puebla
- International Catholic Migration Commission (ICMC)

c. Donors

All those who, thanks to their contributions and trust, help us achieve our goals, especially BBVA Bancomer customers.



Donors of the BBVA Bancomer Foundation		
Main fundraising activities	Number of customers or donations	
	2010	2011
Investment funds	116,715 contributions	158,081 contributions 17,844 investors (1)
ATM's	1,329,476 contributions	587,547 contributions
Bancomer Points (rewards program)	778 contributions	7 contributions (2)

Source: BBVA Bancomer Foundation.

(1) New data.

(2) The Bancomer Points initiative is currently being redesigned to become a credit-card donation program.

Other Fundraising Activities 2011	
Concept	Amount Raised
Christmas bazaar	\$3'281,091
BBVA Bancomer People Race (Carrera Gente BBVA Bancomer)	\$315,000
Book sales	\$609,100
Total	\$4'205,191

Source: BBVA Bancomer Foundation.

Corre con el alma... ayuda con el corazón.

Únete a la convivencia más esperada, que ahora tiene una noble causa.

6ª carrera
Gente BBVA Bancomer 2011

Programa Beca de Integración
Por los que se quedan
Fundación BBVA Bancomer

- Apoya a **hijos de inmigrantes** en sus estudios con el Programa "Por los que se quedan"
- Por cada peso que aportes, **Fundación BBVA Bancomer donará uno más**
- Convive con tu familia y **mejora tu salud**.
- Carreras de **5 km.** y ahora de **10 km.** (D.F.)
- Carreras **infantiles**
- Inscripciones: del **22 de agosto** al **7 de octubre** en:
Intranet Corporativa»Para ti de BBVA»Prestaciones y Beneficios»GP, Carrera

Ayudar es de nuestra competencia.

Fundación BBVA Bancomer BBVA Bancomer BBVA Bancomer
sitios sitios sitios

Gran Carrera: domingo 6 de noviembre.
Cupo Limitado.

In November 2011, and for the first time in the *Carrera Gente BBVA Bancomer's* (BBVA Bancomer People Race) history, the race adopted as a social cause to support the education of the beneficiaries of "Por los que se quedan" ("For Those Who Are Left Behind"). The participating employees, as well as their family members and friends, had the opportunity to get to know the program and make a donation. For each peso donated by an employee, his or her family members and/or friends, the BBVA Bancomer Foundation matched it with another peso. 20,000 employees participated in the race and a total of \$315,000 pesos were raised. This is equivalent to 31 grants for youngsters starting secondary school/junior high school/middle school (7th. grade) during the 2012-2013 school year.

Source: BBVA Bancomer Foundation.

d. The team

All the people that work with and for us are the ones that make it possible for us to reach our goals with their everyday efforts. We have a team of 217 people, of which 169 are women and 48 are men.

The concepts of equal opportunity and non-discrimination on the basis of gender are part of our culture, especially in terms of professional careers and according to the ethic principles of integrity, transparency, non-discrimination, professionalism and merit recognition.

Workforce		
Detailed Breakdown	2010	2011
By type of contract	Permanent and full-time: 174	Permanent and full-time: 187
	Per project and temporary: 85	Per project and temporary: 30
By gender	Men: 53	Men: 48
	Women: 206	Women: 169
By age	New data	Under 25: 38
		Between 25 and 45: 156
		Over 45: 23
Total	259	217

Source: BBVA Bancomer Foundation.



State	Number of Employees
Chiapas	14
Chihuahua	4
Coahuila	6
D.F.	28
Durango	5
Estado de México	11
Guanajuato	14
Hidalgo	5
Jalisco	27
Michoacán	9
Morelos	5
Nayarit	8
Puebla	10
Querétaro	5
San Luis Potosí	8
Sinaloa	4
Sonora	7
Tamaulipas	5
Tlaxcala	4
Veracruz	26
Zacatecas	12

Breakdown by Position and Gender 2011		
Position	Number of male employees	Number of female employees
Director	1	2
Deputy Director	1	1
Adviser	-	2
Manager	1	-
Consultant	-	1
Project or Program coordinator	4	10
Assistant	-	2
State Supervisors	12	7
Community Promoters	27	116

Source¹: BBVA Bancomer Foundation.

(1) This table includes only permanent and full-time employees. In consequence, the total is 187. If we add the 30 people that work with us on the basis of temporary contracts and by honoraria, we get a total of 217 people, as reported on the previous charts.

All BBVA Bancomer Foundation employees enjoy the benefit scheme established by law, plus all the additional benefits that the bank and all of its affiliates give their employees, such as:

- **Personal loans:** for clothing and shoes, for consumption, for the purchase of a car, mortgages, and personal and store credit
- **Bancomer Employee Benefits:** memberships for discount programs, discounts in hotels (hotelopía), vacation primes and seniority recognitions.
- **Bancomer Family:** sporting, social and cultural activities to foster family integration and wellbeing (BBVA Bancomer People Race, Banking Games, Professional Soccer League, cultural workshops, etc.)

Training for All Foundation Employees				
Area	Number of employees that received training		Number of hours of training	
	2010	2011	2010	2011
Social Development Programs	26	162	1,000	356
Cultural Promotion	2	3	28	12
Bancomer in Education	3	2	124	17
Educational and Productive Centers	13	2	260	8
Administration and Finances	20	2	20	102
Strategic Alliances and Public Relations	1	1	114	4
International Strategic Alliances	New area	1	New area	4
Total	65	173	1,546	503
Average training per employee (hours)			5.9	2.31

Source: BBVA Bancomer Foundation.

In addition, training is provided to all employees on issues related to ethics and human rights and for particular skills development. Likewise, support is offered to conclude formal education degrees and there is a program of continuous education.

Skill-Development Courses

Personal data protection

Mortgages

Life insurance

Code of Conduct

Source: Human Resources, BBVA Bancomer.

There are two annual performance evaluations: the Basic Annual Assessment (VBA, for its acronym in Spanish) and the Result-Oriented Management (DOR, for its acronym in Spanish). The compensation each employee can receive is established in terms of the level of responsibility inherent to the position, the employee's professional development and the achievement of the goals, without any discrimination on the basis of gender, race or other. All employees receive a performance evaluation per year.

Employee Rotation

Age	Gender	Region
Under 25: 13	Men: 16	North: 15
25 - 45: 41	Women: 38	Center: 36
Over 45: 0		South: 3

Alcance: Fundación BBVA Bancomer

All our employees are part of the different committees established in BBVA Bancomer, such as the Safety Committee. Likewise, every year we have health and safety campaigns.

In 2011, we launched the *Vitality Challenge (Reto Vitalidad)* program, consisting of an evaluation of the risks and strengths related to the employee's lifestyle in order to work with them with the help of a trainer that stimulates them and provides useful advice for maintaining good health. In addition, we also held the First Safety Week, with the collaboration of the General Coordinator for Safety Secretariat of the Interior (Secretaría de Gobernación), during which useful advice on what to do in case of emergency was provided.

Absenteeism Rate 2011

Employees	9
Days	85
Percentage vis-à-vis total number of employees	36%
Percentage vis-à-vis calendar year	23%

Source: BBVA Bancomer Foundation.

e. Our volunteers

At the BBVA Bancomer Foundation we have the privilege of having the support of a group of employees that donate their time and talent voluntarily in benefit of others. Currently, we have 3,192 volunteers in total for all our programs. During 2011, the working time of our volunteers was equivalent to 361,216 hours.



Volunteers per Program 2011		
Program	Number of Volunteers	Hours (average)
Direct Volunteers		
<i>Olimpiada del conocimiento infantil (Children's Knowledge Olympics)</i>	1,018 godfathers and godmothers	10,608 (1)
<i>Becas Bicentenario (Bicentennial Grants)</i>	480 godfathers and godmothers	1,750 (2)
<i>"Por los que se quedan" ("For Those Who Are Left Behind")</i>	700 godfathers and godmothers	16,250 (3)
Total	2,198	28,608
Indirect Volunteers		
<i>BBVA Bancomer Educational and Productive Centers-Social Incubator</i>	917 ITESM students who do their social work at the centers	330,120 (4)
<i>Magdalena Contreras Educational and Productive Center</i>	17 people who do their social work at the center	408 (5)
<i>Integral Educational Centers (Formerly Bancomer Volunteers' Group)</i>	40 people who do their social work at the centers	1,920 (6)
Support in case of natural disaster	20 people	160 (7)
Total	994	332,608

Source: BBVA Bancomer Foundation.

(1) The total number of hours was obtained after calculating the time devoted to registering the new grantees, giving follow up to their grades, registering the grades and all other documents: on average, 10.42 hours per year for each of the 1,018 volunteers.

(2) The total number of hours was obtained after estimating 3.646 hours per year on average for each of the 480 volunteers.

(3) The total number of hours was obtained after estimating 65 minutes on average devoted to each student per school year for each of the 15,000 grantees currently enrolled in the program.

(4) The total number of hours was obtained after calculating 30 hours per month times 12 months for each of the 917 student volunteers.

(5) The total number of hours was obtained by calculating 8 hours per month for 3 months times 17 volunteers.

(6) The total number of hours was obtained by calculating 4 hours per month times 12 months for each of the 40 volunteers.

(7) The total number of hours was obtained by calculating 8 hours devoted to the distribution of kits per each employee and family member.

f. The environment

It is where we live; therefore, we have the commitment to protect it and to make sure that our actions are in harmony with it, for the benefit of future generations. As part of BBVA Bancomer, we joined the *Global Ecoefficiency Plan 2008-2012* that was established for the whole of the financial group since 2008. This plan has ambitious, concrete and measurable goals that contribute to make optimal use of all natural resources and, in consequence, reduce our direct impact on the environment.²

Since the Foundation's offices are within the same building as the corporate site of the bank, we keep track of our energy consumption together with them.

The Fight Against Climate Change			
Atmospheric emissions (t)	2009	2010	2011
Total CO ₂ emitted (t)	108,236	110,019	120,213
Total CO ₂ per employee (t)	3.32	3.21	3.40
Direct CO ₂ emissions (t)	2,695	2,284	1,580
Indirects CO ₂ emissions (t)	105,541	107,735	117,053

Source: The bank's area responsible for headquarters buildings and offices.

(1) The total calculation for emitted CO₂ is the result of adding all direct emissions (fossil fuels) plus all indirect emissions (electricity and air travel).

(2) (t) = metric tons.

2. For further information on the *Global Ecoefficiency Plan 2008-2012*, please review BBVA Bancomer's Annual Report 2011, available on www.bancomer.com.

Paper Consumption			
Paper (t)	2009	2010	2011
Total paper consumed (t)	-1,814	-	-
Total paper consumed per employee (t)	-0.055	55	61
Ecological paper consumed (t)	1'813,870	1'879,573	2,149,510

Source: The bank's area responsible for headquarters buildings and offices.

(1) Since 2009, all paper consumed is ecological.

(2) (t) = metric tons

Energy Consumption			
Energy consumption	2009	2010	2011
Total electricity consumed (1)	196,944.16 Mw/h (705.6 MJ) (3)	195,894.48 Mw/h (702 MJ) (3)	226,215.86 Mw/h (813 MJ) (3)
Total electricity consumed per employee	3.11 Mw/h (2)	2.94 Mw/h (2)	3.29 Mw/h (2)
Total natural gas consumed	125.38 m ³	119.217 m ³	113.86 m ³
Total diesel consumed (gasoil)	489.95 m ³	452.470 m ³	406.05 m ³

Source: The bank's area responsible for headquarters buildings and offices.

(1) The GJ unit of measure was used in the BBVA Bancomer Annual Report 2008. To make it easier to understand for all readers, we decided to change the unit of measure to Mw/h for the 2009, 2010 and 2011 Annual Reports. To make the 2008 data comparable, we converted it to the new units.

(2) Mw/h = Megawatt per hour

(3) MJ = Megajoule

(4) m³ = cubic meters

Water Consumption			
Water consumption (m³)	2009	2010	2011
Annual total of water consumption (m³) (1)	885,881	722,111	616,145
Yearly water consumption per employee (m³)	27.2	21.18	17.43

Source: The bank's area responsible for headquarters buildings and offices.
(1) (m³)=cubic meters

Waste Management			
Waste management (t)	2009	2010	2011
Paper and carton (t)	308,276	324,614	443,768
Electrical and electronic appliances (t)	43,295	27,547	17,261

Source: The bank's area responsible for headquarters buildings and offices.

Corporate LEED Site

The construction works of our new corporate sites kept moving along during 2011. These buildings will concentrate the 9,000 employees that are currently distributed among seven different buildings. It is estimated that, by the end of 2014, we will have two sustainable sites that will have the LEED (Leadership in Energy and Environmental Design) certification, which will imply considerable savings in terms of energy, water, waste management and recycling. We keep supervising the different phases of design and construction, and accumulating evidence on compliance and the requirements of the certifications we want to have.

LEED Certification Requirements			
Energy	Efficiency Renewables	Savings	25%
Architecture	Natural light Green areas		30% Greenhouse Effect
Water	Savings		30 - 50%
Resources	Recycling Waste management		75%

Climate Change

Besides the efforts grouped under the *Global Ecoefficiency Plan*, we continuously undertake new initiatives that contribute to mitigate climate change.

Achievements in 2011

- For the whole of the financial group and in terms of climate change, we committed ourselves to the 2°C Challenge Communiqué, with the purpose of requesting from governments the implementation of decisive measures to seriously discuss the issue of climate change during the 17th. Conference of the Parties to the United Nations Framework Convention on Climate Change (UNFCCC), in Durban, South Africa.
- 754 banners and signs were recycled. These, through the Asociación Gente como Nosotros, A. C. (People Like Us Association), were used as raw material so that 24 youngsters from San Pedro Jocotipac, Oaxaca, Mexico, could manufacture 5,000 wallets. The profits from the sale of these wallets were reintegrated fully to develop socio-environmental projects in the community.

- To reinforce the separation of organic residues, we had an “Organic” label put on 350 trash cans of the central offices, one per each employees module, totalling 350 trash cans for organic residues and 6,150 trash cans with the legend “Inorganic”.
- In the institutional cafeteria, we substituted our ceramic ware for one made of “opal” or tempered glass, that is 100% recyclable.

Raising Environmental Awareness

We develop activities and communication campaigns that contribute to create a culture of environmental preservation among our interest groups.

Green Channel

We have a media outlet, the *Canal Verde (Green Channel)*, that allows us to not only publish information on BBVA Bancomer’s initiatives regarding the environment, but also respond to concerns and provide advice to those who require it.

Achievements in 2011

- We had four banners hung in our general cafeterias with four main ideas: how many liters of water are contaminated by a single battery; foster water savings; recycle by supporting the separation of residues at the office, and raising awareness about the effects of climate change.
- We redesigned the *Canal Verde (Green Channel)*, where we published a monthly issue related to one of these five topics: water, paper, energy, solid residues and climate change. Each topic is developed according to the different seasons.



We channeled all awareness activities on the importance of taking care of the environment to other interest groups through the area of Bancomer in Education, who works together with specialized organizations on these issues such as Pronatura, the *Centro de Información y Comunicación Ambiental de Norteamérica* (Ciceana, per its acronym in Spanish or the Center for Environmental Information and Communication of North America), the *Proyecto de Educación Ambiental San Miguel de Allende* (Peasma, per its acronym in Spanish or the Environmental Education Project in San Miguel de Allende), *Reforestamos México* (We Reforest Mexico) and ZooMAT (Miguel Álvarez del Toro Zoo).

III. Strategic areas

The programs and projects developed by the Foundation are divided into four strategic areas: Educational and Productive Centers, Cultural Promotion, Bancomer in Education and Social Development Programs.

We now report the main results obtained in 2011. To get to know more about the operation, monitoring and evaluation of our programs, please visit our [Annual Report 2010](#).

a. Educational and Productive Centers

Created in 1984 under the name of Voluntariado Bancomer (Bancomer Volunteers' Group), since 2009 these centers entered a renovation phase to generate a new offering of educational and productive activities in benefit of their communities, in an alliance with the Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) and their Social Incubator model. To know more about how the *Integral Educational Centers* were transformed into productive centers and how they operate, please visit our [Annual Report 2010](#).

Currently, we have 18 centers operating under three modalities:

1. Integral Educational Centers: four centers that still have the old scheme of the Voluntariado Bancomer (Bancomer Volunteers' Group).

- In 2011, 1,041 people were served with the support of 40 volunteers.



2. BBVA Bancomer Educational and Productive Centers-Social Incubator: thirteen centers with a new educational offering that favors the creation of micro-enterprises:

- In 2011 three additional centers were remodeled and re-equipped in Hermosillo, León and Morelia.
- The Pachuca center was enlarged.
- 6,233 people were served.
- 917 student-tutors from the ITESM worked as volunteers.
- 414 micro-enterprises were incubated.

3. Magdalena Contreras Educational and Productive Center: After 25 years of operation, this center was remodeled and re-inaugurated. Our partner, the ITESM, considered it was not desirable for them to include this center in our wider collaboration agreement; therefore, we transformed it using a unique integral educational model, with the support of various institutions such as: Fundación Cadavieco, INEA (National Institute for the Education of Adults), Comité para la Democratización de la Informática (Committee for the Democratization of Informatics), Fundación Proempleo and Fundación Manpower.

- In 2011, 540 people were served with the help of 17 volunteers.

Location of the BBVA Bancomer Educational and Productive Centers-Social Incubator

City
Aguascalientes, Ags.
Cuernavaca, Mor.
Guadalajara, Jal.
Hermosillo, Son.
Irapuato, Gto.
León, Gto.
Morelia, Mich.
Pachuga, Hgo.
San Luis Potosí, S.L.P.
Tampico, Tamps
Toluca, Edo. Mex.
Torreón, Coah.
Tuxtla Gutiérrez, Chis.

Location of the Magdalena Contreras Educational and Productive Center

City
Mexico City

Location of the Integral Educational Centers

City
Cd. Juárez, Chih.
Mazatlán, Sin.
Tapachula, Chis.
Tuxpan, Ver.

Number of People Served at the <i>BBVA Bancomer Educational and Productive Centers-Social Incubator</i> (2011)							
Campus	Incubated Micro-Enterprises	Communitarian Education Courses	Volunteer Courses	Financial Education Courses	*Other Courses	Prepanet	Total of People Served
Aguascalientes	38	48	16	0	15	112	229
Chiapas	18	62	10	0	64	134	288
Cuernavaca	14	15	163	0	210	6	408
Guadalajara	74	456	49	0	215	9	803
Hermosillo	20	67	9	0	8	24	128
Irapuato	17	91	0	0	44	108	260
León	5	48	0	0	0	0	53
Morelia	8	116	60	0	40	116	340
Pachuca	58	1,123	57	149	129	265	1,781
SLP	58	136	0	0	43	77	317
Tampico	10	245	96	0	0	15	366
Toluca	25	127	0	28	100	18	298
Torreón	69	326	267	173	74	53	962
TOTAL	414	2,860	727	350	942	937	6,233

Number of People Served at the <i>Integral Educational Centers</i> (2011)	
City	People Served
Cd. Juárez, Chih.	480
Mazatlán, Sin.	163
Tapachula, Chis.	167
Tuxpan, Ver.	231
TOTAL	1,041

Number of People Served at the <i>Magdalena Contreras Educational and Productive Center</i> (2011)	
Institution	People Served
Fundación Cadavieco	291
CDI	30
INEA	189
Fundación Proempleo	30
TOTAL	540

It is worth noting the impact the *BBVA Bancomer Educational and Productive Centers-Social Incubator* have had, which is reflected in the capacity people acquire to start a new productive activity independently and, thus, begin to form their own patrimony to improve their quality of life in both an economic and a social sense. Likewise, the *Integral Educational Centers* have had a fundamental role in the integration of a gender perspective into our programs, since we have designed an educational offering tailored for women. Some of the workshops that are held in these centers include arts and crafts, cooking, baking, etc. This year, 715 women took part in these activities.



Re-inauguration of the *Magdalena Contreras Educational and Productive Center*

b. Cultural Promotion

Since its inception in 1990 and up to now, this area has devoted all its efforts to achieving its fundamental objective of fostering Mexico's creative and cultural development, through the support for and the realization of artistic, educational and cultural activities, both directly or indirectly through donations for creators, academics, managers and institutions. Along two decades of uninterrupted work,

different initiatives within all artistic disciplines have been fostered. The area's work has characterized itself by:

- Its support for contemporary art
- Investing in innovative projects both at a small and a medium scale
- The formation of new audiences
- The continuance of its initiatives that excel because of their quality, growth and social impact

Among its programs it is worth noting the following:

Fondo de apoyo a las artes (Fund for the Support of the Arts)

One of the most ambitious programs is the *Fondo de apoyo a las artes* (Fund for the Support of the Arts), created in 1998 to promote and foster, through economic stimuli, the work of artists, academics, cultural managers and public and private organizations working in the realm of visual and scenic arts, creation in media and publications.

Year	Number of Projects that Received Support	Total Amount
2006	27	3'000,000
2007	28	4'420,000
2008	34	4'975,000
2009	39	4'900,000
2010	36	5'375,207
2011	42	5'354,424

- Of the forty two artistic and cultural projects that received support this year, fifteen belong to the visual arts; eleven to scenic arts; ten to art in media; five are publications, and one belongs to the category of folk art.

Arte actual Bancomer/MACG (Bancomer/Carrillo Gil Art Museum (MACG) Current Art) program

It is done every two years together with the Carrillo Gil Art Museum and it considers it of utmost importance to invest in the training of new generations of Mexican artists. It is a unique project, because during eighteen months it provides support and individual follow up to a group of emerging artists, previously selected by specialists.

- We sponsored ten visual artists, who received theoretical and practical training, equipment and an internationally renowned exhibition platform.
- With the purpose of registering and disseminating the work of emerging artists under 35 years of age that develop their work in Mexico, we have created the Young Creators Archive as part of the *Bancomer/Carrillo Gil Art Museum Current Art* program. The archive consists of binders that any researcher, curator, creator, student or member of the general public can review to see a sample of the production the newest artistic generations of the country are putting out.

Concurso Universitario “Hazlo en cortometraje” (University Contest “Do It In a Short Film”)

It was created in 2008 with the purpose of inviting college students and recent graduates to propose creative solutions to the challenges Mexico faces in the realm of environmental preservation.

- With the theme “The environment needs ideas!” the 4th. Edition of the University Contest had 286 participants from 40 universities of 19 states in Mexico that presented 92 short films.
- “Hazlo en cortometraje” (“Do It In a Short Film”) offered two master lectures, one in Morelia by the American screenwriter Christina Lazaridi, nominated for an Academy Award in 2009 for the short film *One Day Crossing*, and one in Guadalajara by Inti Cordera, Director of DOCSDF (International Festival of Documentary Films in Mexico City). We had 285 attendees between professors and students.



Exhibits, Seminars and Conferences Program

It has the purpose of disseminating Latin American and international art in Mexico. For that purpose, it contributes to support projects developed by some of the most important museums in the country, besides organizing exhibits conformed by the artistic funds of the BBVA collection for the enjoyment of the general public in Mexico.

- MAM Exhibit: In collaboration with the Museum of Modern Art (MAM, per its acronym in Spanish), we configured the exhibit *Tiempo de sospecha (Time of Suspicion)* with the works of thirty one artists to pay homage to the Salón de Arte Bancomer (Bancomer Art Salon) and generate a reflection on the preponderant role of media in the present time.
- For the first time, we presented an itinerant exhibit that unites a selection of works from the artistic funds of the BBVA Bancomer Group, *Paralelismos plásticos en México, cuatro décadas en la colección BBVA Bancomer (1960-1990) [Plastic Parallelisms in Mexico, four decades of the BBVA Bancomer collection (1960-1990)]*. The exhibit includes a selection of 61 artists and 71 works, between paintings, sculptures and graphics that, together, form part of a generation of artists that, without a doubt, changed the course of art in Mexico. A catalogue (2,000 copies) was edited.
- BBVA Bancomer promoted the exhibit *Diego Rivera, Murales para el Museo de Arte Moderno (Diego Rivera: Murals for The Museum of Modern Art)*, visited by over 70,000 people.
- As an inherent part of the documentary and the publication of *Los que se quedan (Those Who Remain)*, a magnificent photographic exhibit was put together under the

same name, which resulted in a fabulous complement for the multi-awarded work of Juan Carlos Ruflo and Carlos Hagerman. The exhibit was presented in different cities of the United States, within the cultural and educational circuits.



Editorial Program

Seeks to contribute to the preservation and dissemination of different aspects of both history and culture, such as: traditions, art, customs and social reality, among others. Every year, a book is edited with texts from distinguished academics and intellectuals, illustrated with rich iconographic archives.

- In 2011, we edited the book *La casa de Luis Barragán. Un valor universal (The House of Luis Barragán. A Universal Value)* with an edition of 13,000 copies. This publication represents a central work not only for Mexican architecture, but also for the world, since in June 2004 it was proclaimed as part of Unesco's World Heritage List.

To know more about the programs sponsored by the Cultural Promotion area and how they operate, please visit our **Annual Report 2010**.

Other temporary activities that took place in 2011

- *4° Festival de Cine en el Campo (4th. Countryside Film Festival*, with the topic “Stories for a better world”): 51 outdoor movie screenings took place in rural communities of Baja California, Baja California Sur, Guanajuato, Jalisco and Nayarit. 9,770 spectators attended the screenings and voted for their favorite short film.

Get to know some of our projects:

4° Concurso Universitario “Hazlo en Cortometraje” (4th. University Contest “Do It In a Short Film”):

- <http://www.hazloencortometraje.com/>

4° Festival de Cine en el Campo:

- <http://cinecampofest.com/>

Fondo de apoyo a las artes (Fund for the Support of the Arts):

- <http://www.maletamexicana.com/spanish/>
- <http://www.docsdof.org/>
- <http://www.ficg.mx/>
- <http://www.tallerlenateros.com/>
- <http://www.pintomiraya.com/>

Programa Arte actual Bancomer/MACG (Bancomer/Carrillo Gil Art Museum (MACG) Current Art program):

- http://www.museodeartecarrillogil.com/j_creadores/indexac.html

Publications:

- <http://www.fundacionbbvabancomer.org/noticias.aspx?nota=111&nb=8>

c. Bancomer in Education

This area has the purpose of supporting formal instruction programs with an orientation to academic excellence; contributing to equip educational facilities; fostering the initiative and the creativity of young students, and promoting environmental awareness and respect for nature, as well as collaborating with the integral value-oriented education to make

sure Mexican children and youngsters grow strong and with a high self esteem, especially among those who belong to impoverished communities that, nonetheless, make an effort to move forward. Bancomer in Education manages different projects, such as grants for academic training or environmental education and support in case of natural disasters, but all of them with one focus: education.

The main programs of this area are:

Programa de becas Olimpiada del conocimiento infantil (Children's Knowledge Olympics Stipend Program):

Provides stipends to 6th. grade students, who win the contest organized by the Secretaría de Educación Pública (SEP, per its Spanish acronym or Secretariat of Public Education) called *Olimpiada del conocimiento infantil (Children's Knowledge Olympics)*. The contest is organized and held by the SEP, according to the basis published in its webpage (www.sep.gob.mx) and the stipends are for up to the three years of secondary school / junior high school / middle school, as long as the winners maintain the established GPA to ensure high academic standards.

- 3,110 students received the stipends and the mentorship of 1,018 godfathers and godmothers, that is, branch directors of BBVA Bancomer.



Olimpiadas del conocimiento infantil
(Children's Knowledge Olympics)



Tenth Anniversary, *Olimpiadas del conocimiento infantil*
 (Children's Knowledge Olympics).

Programa de becas Generación Bicentenario Nacional Monte de Piedad (Bicentennial Generation Nacional Monte de Piedad Stipend Program): We support the operation of this program, that benefitted the winners of the SEP's contest *1,000 Bicentennial Generation Stipends*, all high-achievement students from 4th. to 9th. grade that runs on resources provided by the Nacional Monte de Piedad, the Sindicato Nacional de Trabajadores de la Educación (National Education Workers' Union), Proyectos Inmobiliarios de Culiacán, Homex and TV Azteca.

- 1,000 beneficiaries receive a stipend and mentoring from 480 godfathers and godmothers, that is, branch directors of BBVA Bancomer. The students will keep receiving the stipend from 5th. grade and all the way to college, if they maintain the G. P. A. established in the program's rules.

Programa de becas Prep@Net (Prep@Net Scholarship Program), with the Tecnológico de Monterrey: These are

scholarships granted together with the Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) to youngsters and adults from low economic background that want to study high school online, with the support of ITESM advisers and tutors.

- 949 youngsters and adults received support during 2011. 51 beneficiaries have already graduated and many of these have been able to secure good jobs and have a better perspective for the future, which includes continuing with the next academic level.



Programa de educación ambiental Pronatura (Pronatura Environmental Education Program): An environmental education program designed by biologists, zoologists and other experts on ecological issues, for public elementary school students in and around Mexico City.

- 7,000 students went to the Parque Ecológico de la Ciudad de México Ajusco Medio (Mexico City Mid-Ajusco Ecological Park) and had workshops and guided tours around the natural protected area under Pronatura's care. The purpose is to instill in these students the importance of taking care of the environment, as well as the relevance of the flora and fauna in this area.

Programas de educación ambiental con el Centro de Información y Comunicación Ambiental de Norteamérica (Ciceana) (Environmental Information and Communication Center of North America's Environmental Education Programs): There are two programs. The first one, *School Visits*, targets public school students in Mexico City. The students go to Ciceana's Environmental Education Center, located in the Viveros de Coyoacán. The second program, *Programa cívico-ambiental del Bosque de Chapultepec (Civic-Environmental Program of the Chapultepec Forest)*, gives orientation and promotes awareness among those who visit Chapultepec on the available services and the natural and historic importance of this area.

- 2,850 professors and students belonging to eighteen schools were instructed on environmental issues; 212,008 Chapultepec visitors were provided with information and made aware of the importance of the area.



Programa de Educación Ambiental (Peasma) (Environmental Education Program by Peasma): It targets elementary school students from San Miguel Allende, Guanajuato. It takes place in the area's schools and includes guided tours to the nearby forest, in order to promote a culture of respect and care for nature.

- 2,825 elementary school students of San Miguel de Allende, Guanajuato, took part.

ZooMAT (Miguel Álvarez del Toro Zoo): This is an environmental education program that seeks to increase awareness about the diversity and richness of the flora and fauna in Chiapas, as well as rehabilitate the Miguel Álvarez del Toro Zoo. With the support the BBVA Bancomer Foundation has provided, more school children will be able to visit the zoo, especially those who live in rural and indigenous areas of the state.

- 15,085 students visited the Miguel Álvarez del Toro Zoo.

Natural Disasters Aid Program: It provides assistance to people who have been affected by natural phenomena such as hurricanes, floods, earthquakes, fires, tornados or any other situation that has created extreme necessity. The aid provided can be of two types: via the distribution of emergency food supply kits or by helping out to repair damaged public schools, especially providing new school furniture and any other basic fixtures to make sure they can re-start their activities as soon as possible.

- 252 schools in Chiapas and 507 schools in Veracruz received new furniture and equipment, together with the Education Secretariats of both states, in order to benefit 100,000 professors and students.

BBVA Quetzal Route: This is a cultural exchange program that wants to draw nearer the cultures of Europe and America through cultural trips for youngsters between 15 and 17 years of age that show an interest in the history, resources, customs and values of other peoples. The participants are selected through a contest in which they reflect their interest academically and artistically. The basis for the contest and its overall characteristics are disseminated through the webpage www.rutaquetzalbbva.com.

- Seven Mexican winners participated. The prize was an expedition to Peru, Portugal and Spain.

If you want to have more information on how these programs work, visit our [Annual Report 2010](#).



d. Social Development Programs

The main objective of this area is to design and implement projects that foster social wellbeing and contribute to the education of Mexican children and youngsters. The most important program of the area is *"Por los que se quedan"* (*For Those Who Are Left Behind*), which supports students enrolled in secondary school / junior high school / middle school in migrant-sending communities of 18 different states around the country. The program contributes to make these students stay in school, particularly in municipalities with mid- and high-level migration and where dropout rates tend to be higher when compared with municipalities that have low-level migration.

The beneficiaries receive a monthly stipend and the mentorship of bank executives from the BBVA Bancomer branches located in the municipalities that take part in the program. The labor of these bank executives, called "godfathers" and "godmothers", is to motivate the student to maintain a good G. P. A. and to stay in school.

- In 2011, 15,000 students of the three years of secondary school / junior high school / middle school received support within the *"Por los que se quedan"* (*For Those Who Are Left Behind*) program.
- 5,000 *"Por los que se quedan"* (*For Those Who Are Left Behind*) beneficiaries of the Class of 2008-2011 graduated from secondary school / junior high school / middle school with a national G. P. A. of 9.23 (out of 10).
- Welcome ceremonies for new beneficiaries took place in 16 states.

Coverage of “*Por los que se quedan*” (“*For Those Who Are Left Behind*”)

The “*Por los que se quedan*” (“*For Those Who Are Left Behind*”) program is implemented in 143 municipalities of 18 states in Mexico.



State
Chiapas
Coahuila
Durango
Estado de México
Guanajuato
Hidalgo
Jalisco
Michoacán
Morelos
Nayarit
Puebla
Querétaro
San Luis Potosí
Sonora
Tamaulipas
Tlaxcala
Veracruz
Zacatecas

Bancomer Classes						
	2006-2009	2007-2010	2008-2011	2009-2012	2010-2013	2011-2014
“ <i>Por los que se quedan</i> ” (“ <i>For Those Who Are Left Behind</i> ”) grants (stipend + mentoring)	600	5,000	5,000	5,000	5,000	5,000
BBVA Bancomer branches	8	77	86	166	183	166
BBVA Bancomer employees that participate voluntarily as godfathers and godmothers (mentors)	41	351	390	689	693	700
Municipalities	6	70	78	143	143	143
States	3	10	10	18	18	18

Events organized state	
Year	Number of State Events
2007	10
2008	10
2009	11
2010	13
2011	16

Source: BBVA Bancomer Foundation.

Events and Meetings Between Higher Management and Beneficiaries

- From August to November, welcome ceremonies were held in 16 states for students who started secondary school / junior high school / middle school and were selected for the “*Por los que se quedan*” (“*For Those Who Are Left Behind*”) program for the 2011-2012 school year. In these ceremonies, godfathers, godmothers and beneficiaries of higher classes welcomed the incoming class. Likewise, Governors and State Secretaries participated in these events, as well as Mr. Ignacio Deschamps González, BBVA Bancomer President and Director General, and Mr. Luis Robles Miaja, Vicepresident of the Board of Directors of BBVA Bancomer. Both Mr. Deschamps and Mr. Robles preside over the Foundation’s Advisory Board.
- In November, Mr. Ángel Cano, President and COO of the BBVA Group, and Mr. Gregorio Panadero, Communications and Brand Director of the BBVA Group, visited the municipality of Tepeji del Río, Hidalgo, where they spent time and exchanged points of view with 105 beneficiaries of the program and five godfathers and godmothers. The purpose was to have BBVA’s higher management get to know, first-hand, what the benefitted students and other participants think about the program.

Complementary Initiatives

Becas Adelante (Going Forward Grants): This program was created to allow the most distinguished students of “*Por los que se quedan*” (“*For Those Who Are Left Behind*”) to keep receiving the Foundation’s support during high school. Again, the ultimate purpose is to contribute to make sure these youngsters stay in school.

- In 2011, we had 146 grantees in Michoacán, in the municipalities of Múgica and Pátzcuaro, and in Zacatecas, in the municipalities of Jerez and Río Grande.
- The G. P. A. of the grantees remained above 9.0 (9.3, on average).

“Viva la Gente” (“Up With People”): The “*Por los que se quedan*” (“*For Those Who Are Left Behind*”) grantees from the municipalities of Lerma and Atlacomulco, in the State of Mexico, took part in recreational activities organized by the international group “Viva la Gente” (“Up With People”). The purpose was to strengthen important values in these youngsters, such as harmony, respect, tolerance and responsibility.

Campus de Fútbol BBVA Bancomer (BBVA Bancomer Soccer School): Twenty “*Por los que se quedan*” (“*For Those Who Are Left Behind*”) grantees from the states of Coahuila, the State of Mexico and Hidalgo took part in the BBVA Bancomer Soccer School, with the purpose of showing them training and learning methods used by Iker Casillas, goalie of the BBVA League. Our grantees were taught, via soccer training, values such as teamwork, gender equality and respect.

Young social entrepreneurs in an alliance with Ashoka:

High school students from the municipalities of Pátzcuaro and Múgica in Michoacán developed projects with social impact in their communities. The projects intended to prevent addictions, preserve the environment and aid vulnerable groups in their communities, among other purposes. Of the 37 beneficiaries of this project, 23 are former grantees of *"Por los que se quedan"* (*For Those Who Are Left Behind*).

- 37 youngsters received mentoring and seed money to materialize fourteen entrepreneurial projects in their communities.

"Ver Bien para Aprender Mejor" ("See Well to Learn Better") program, in collaboration with the Ver Bien para Aprender Mejor Foundation:

Specialized optometrists of the Ver Bien para Aprender Mejor Foundation visited the schools where we have *"Por los que se quedan"* (*For Those Who Are Left Behind*) grantees to identify those secondary school / junior high school / middle school students that have eyesight issues. The beneficiaries received tailor-made glasses, whose cost was covered by the Ver Bien para Aprender Mejor Foundation, the BBVA Bancomer Foundation and the state or municipal governments.

- The Ver Bien para Aprender Mejor optometrists visited 64 secondary schools / junior high schools / middle schools. 1,804 students with eyesight issues received glasses.

"Advantages of Staying in School" project, in collaboration with Impulsa:

BBVA Bancomer employees participated as volunteers to conduct a workshop about the benefits of concluding their secondary / junior high school / middle school studies with students enrolled in schools where we have *"Por los que se quedan"* (*For Those Who Are Left Behind*) grantees.

- 2,340 students participated in the workshop "Advantages of Staying in School", conducted by 69 volunteers of BBVA Bancomer.



Godfathers and Godmothers

Since 2006, *"Por los que se quedan"* has benefitted 25,600 children in 143 municipalities. In addition, in 2011, 700 godfathers and godmothers provided mentoring for 15,000 grantees.



e. Strategic Alliances and Public Relations

Besides the four strategic areas where all social programs are operated from, the Foundation has two areas in charge of establishing key relations with institutions that share our objectives, both in Mexico and abroad.

i. National

With the purpose of potentiating the impact of all initiatives of the BBVA Bancomer Foundation, two years ago the area of Strategic Alliances and Public Relations was created. Among its functions, it is worth noting the following:

- Develop the fundraising strategy that guarantees the continuance of the Foundation's projects, in complete consonance with the values and business strategies of the BBVA Bancomer Financial Group.
- Direct the strategies and processes within BBVA Bancomer to ensure the implementation of all fundraising projects.
- Create and strengthen the public relations and alliances with public or private organizations in Mexico involved with the different projects of the Foundation.
- Make sure all the resources raised are adequately managed, applied and obtained.
- Involve all those areas of the bank that are deemed necessary for fundraising on a case-by-case basis.

In 2011, we looked for new alliances to widen the program's scope in those states where it is already present. The State

of Puebla manifested its interest in participating; we signed a collaboration agreement to add 38 new beneficiaries in two municipalities of the state, which represents an investment of \$1'140,000 pesos por the three years of secondary school / junior high school / middle school. These beneficiaries are already part of the class of 2011-2014.

Alliance Between the BBVA Bancomer Foundation and the Government of the State of Puebla				
	New Stipends	School Year 2011-2012	School Year 2012-2013	School Year 2013-2014
<i>Government of Puebla</i>	38	\$380,000	\$380,000	\$380,000
<i>BBVA Bancomer Foundation</i>	37	\$370,000	\$370,000	\$370,000

ii. International

In August 2011, the BBVA Bancomer Foundation inaugurated the area of International Strategic Alliances. This new area of activity has the purpose of following up with the international relations already established by the Foundation, particularly after it was the host of the Civil Society Days of the Global Forum on Migration and Development that took place in Puerto Vallarta, Jalisco, Mexico, in 2010, and to encourage new ones with international organizations and foundations, as well as with organized civil society actors in other countries that have thematic lines, values and interests similar to ours. The final objective is to get the word out internationally about what we are doing in Mexico and add efforts to ensure that the existing projects and the ones to come realize all their potential.

From August to December 2011, most activities of the area were concentrated on recovering the international contacts the Foundation had already made, on pushing forward the development of communication tools such as the BBVA Bancomer Foundation's website, both in English and Spanish, and on designing the outreach strategy for the months to come. Likewise, it was important to get all other areas of the Foundation to provide information about their programs, which will be crucial for the adequate functioning of the new area, given that one of its main functions will be to disseminate information on what the Foundation is doing to an international public.

In terms of the activities, the head of the area was part of the Core Group for the Civil Society Days of the Global Forum on Migration and Development that took place in Geneva, Switzerland, in November 2011, with the purpose of orienting the preparatory works and the overall direction of this new international meeting. Both the Foundation's Director and the head of International Strategic Alliances participated in the meeting, which allowed for the collection of comments and praises for the Foundation from all those members of civil society with an interest on migration and development that traveled to Puerto Vallarta the year before. Also, both participated in the meeting held in San Salvador, El Salvador, in October 2011, which served as a preliminary reunion for the November event and was concentrated on issues related to migration and development in Latin America. In 2012, we will keep supporting this process, both technically and monetarily, together with the International Catholic Migration Commission (ICMC).

One of the main audiences with which the new area seeks to work hand in hand is that of the Mexican migrants in the United States, especially given the orientation of the Foundation's main program, *"Por los que se quedan"* (*For Those Who Are Left Behind*). To get to know better their concerns and needs, the head of the area got together with various groups, both in Tucson, Arizona, and in New York, New York, both cities where the documentary *Those Who Remain* was presented and, in the case of Tucson, also the photographic exhibit that was derived from the film. The interviews with migrants, American academics interested in Mexico's migratory reality and consular authorities were very helpful in putting more details into the strategy to be followed in the next few months.



The International Strategic Alliances area is also in charge of the Minerva Program in Mexico. The Minerva Program is managed by the Center for Latin American Issues (CLAI) of the George Washington University, in Washington, D. C. Its main objective is to help public servants, from the different branches of government and from the federal, state and municipal levels, to fully comprehend economic and financial concepts belonging to a modern market economy. The BBVA Bancomer Foundation disseminates information about the program and the call for applications among the relevant institutions, evaluates the candidates and, together with CLAI's Director, selects the participants. To encourage the participation of more Mexicans, both the BBVA Bancomer Foundation and CLAI offer scholarships within a matching funds scheme together with the participating governmental institutions. In November 2011, we selected five participants for the Minerva Program, from the state governments of Puebla and the State of Mexico. Up to date, three Mexicans have graduated from this program and we hope there will be many more in the years to come.

f. Humanitarian Aid Fund

The Foundation's Humanitarian Aid Fund program is a budgetary allotment authorized by the Director General to support various relief projects that have a positive impact on society. The program operates through a Committee, formed by the heads of each of the internal areas of the Foundation, as well as its Director.

In its quarterly sessions, the Committee reviews all donation requests submitted by various organizations that have been legally constituted and are authorized by the fiscal authorities to provide donors with tax-deductible receipts. On the basis of established criteria, the Committee grants the donation and informs the beneficiary about its decision. In turn, the organization that receives the donation must then render a report in which it demonstrates that the donation was rightfully used for the cause it originally presented in its request to the Foundation, via photographs, receipts and other documents.

The philosophy behind the Fund

The philosophy behind the Humanitarian Aid Fund was, in the beginning, relief-oriented and supported projects that had a positive impact on society. For 2011, we added a criterion of self-sustainability of the project, with the purpose of ensuring it survives in time, even without the Foundation's support.

Benefitted institutions

In 2011, the Donations Committee of the Humanitarian Aid Fund benefitted 9,838 people directly and 27,071 people indirectly, by helping out sixteen organizations that requested our support, for a total of \$1'675,000 pesos.

IV. Accountability

BBVA Bancomer destines 1% of its total profits to social programs. The two main categories are education in general and, in particular, education for children and youngsters, and financial education.

Allocation of the 1% of Total Profits per Strategic Issues 2011		
Strategic Issue	Assigned Percentage (%)	
Financial Education Program	30	
Foundation's Programs:	2010 (1)	2011
Education	58	59
Natural Disasters	1	1
Culture	4	3
Social Aid and other	7	7
Total	70	70

Source: BBVA Bancomer Foundation.
 (1) Percentages for 2010 were reinterpreted according to the funds that were actually used.

a. Transparency Principles

Among the principles included in the Code of Conduct that govern our actions are those that refer to transparency in everything we do. These principles are based on:

- BBVA Bancomer's commitment to provide its customers with timely, precise and understandable information

about their financial operations, as well as clear and truthful information about:

- The main characteristics of all products and services that BBVA Bancomer offers or provides to them;
- The commissions and other costs that, either particularly or in general, result from the use of the above-mentioned services and products, and
- The established procedures within the Group to channel their complaints and solve all claims.

On the basis of these principles, the Foundation is accountable before all its interest groups and provides them with clear and precise information about its activities.

b. Fundraising

The resources we destine to the Foundation's programs come, for the most part, from the 1% of the bank's profits that are assigned to social purposes. However, given the increasing demand of the social services we provide, especially in the Social Development Programs area with the "Por los que se quedan" ("For Those Who Are Left Behind") program, and in face of the economic conditions in Mexico since the end of 2008, the BBVA Bancomer Foundation decided to explore fundraising strategies and activities through a new area: Strategic Alliances and Public Relations.

Currently, we have diversified fundraising strategies to reach different publics, both internal and external. The most important ones are:

1. The B+ Educa investment fund, the first one in Mexico with a social purpose

It was created as a very low risk investment for investors, in such a way that the fund always pays a positive yield to the customers who have it in their portfolio and, thus, can constantly donate to the *"Por los que se quedan"* (*For Those Who Are Left Behind*) program.

The fund allows BBVA Bancomer's customers to invest with multiple benefits:

- Obtain a good yield for their investment.
- Contribute to the education of children and youngsters that attend secondary school/junior high school/middle school and have a high level of achievement, even though they live in migrant-sending communities.
- Make tax-deductible contributions to educational programs.

2. ATM fundraising campaigns

These campaigns (two per year, January-March and October-December) allow our clients to make direct donations to the *"Por los que se quedan"* (*For Those Who Are Left Behind*) program via our ATMs. This strategy is directed to BBVA Bancomer customers that have:

- BBVA Bancomer credit cards

- BBVA Bancomer debit cards
- Pre-paid cards

In addition, the client can request its electronic receipt at BBVA Bancomer's webpage: www.bancomer.com. The donation is tax-deductible.

3. Use Bancomer Points (rewards program) to make a donation

Another strategy that, when launched, had great success was that of converting Bancomer Points (BBVA Bancomer's rewards program), obtained for the good management of credit cards, into a donation for the *"Por los que se quedan"* (*For Those Who Are Left Behind*) program. However, there have been changes to the policies regarding the use of these points; therefore, we are devising a new way to invite all credit card holders to collaborate with us with initiatives such as enabling a recurrent charge (per week, per month, per year) in their credit cards in favor or the Foundation's programs. Likewise, very soon we will be able to receive donations via national or international credit cards through the Foundation's website in an easy and secure way.

Fundraising Results in 2011		
Initiative	Amount raised	
	2010	2011
Investment funds	\$24'809,153	\$38'465,262
ATM's	\$9'372,755	\$6'682,670
Bancomer Points (rewards program)	\$598,188	\$53,806
Total	\$34'780,096	\$45'201,738

c. In-Kind Donations

For the fiscal year 2011, the BBVA Bancomer Foundation donated a total of 855 computers. From these, 107 new computers were given to different social assistance institutions and 704 were donated through the Natural Disasters Aid Program. 44 used computers were donated to different benefactors of the Foundation.

d. Administration and Finances

To keep in check our income and expenditures, as well as complying with our fiscal obligations, we have an area devoted exclusively to the Foundation's Administration and Finances. Its main job is to provide the Foundation's Director with truthful, clear and timely financial information about all operations performed by the different areas and, specifically, about the budgetary allotments and their application to inform the decision-making process.

e. Fiscal and Tax-Deductible Receipt

The Foundation stepped forward to simplify and modernizing the services provided to our donors by allowing, even before it was a requirement from the Servicio de

Administración Tributaria (SAT or Mexico's highest fiscal organ), the use of a digital fiscal receipt that is also tax-deductible, as foreseen in the Código Fiscal de la Federación and the Resolución Miscelánea Fiscal Vigente (Mexico's fiscal laws). Such receipts follow the standards defined by the SAT to make them authentic and reliable, plus they can be sent by e-mail from www.bancomer.com, to then be filed and transmitted electronically.

f. Budget Control

BBVA Bancomer Foundation's Budget for 2011 (1)	
Strategic Area	Total Share
Bancomer in Education	\$22'015,299
Educational and Productive Centers	\$9'973,265
Cultural Promotion	\$11'839,648
Social Development Programs	\$175'943,165
Other (Social and institutional aid and operative expenditures)	\$10'447,668
Humanitarian Aid Fund	\$1'675,000
Total	\$231'894,045

Source: BBVA Bancomer Foundation.

(1) Includes money and in-kind contributions, plus management costs.

Budget Control 2011				
Expenses summary 2010				Vis-À-Vis The Ordinary Budget
(In pesos)	Budget	Expenses	Variation	%
Ordinary Budget				
Bancomer in Education	26'839,928	22'015,299	4'824,629	22%
Natural Disasters Aid Fund	3'000,000	104,079	2'895,921	13%
Educational and Productive Centers	10'058,982	9'973,265	85,717	0%
Cultural Promotion	12'400,000	11'839,648	560,352	3%
Social Development Programs	185'703,000	175'943,165	9'759,835	44%
Administration and Finances plus Strategic Alliances	500,000	1'654,152	-1'154,152	-5%
Communication, advertisement and general expenditures	3'000,000	1'865,555	1'134,445	5%
Other donations	11'510,000	8'351,214	3'158,786	14%
Auditing and system automatization	1'200,000	147,668	1'052,332	5%
Applied resources from the annual ordinary budget	254'211,910	231'894,045	22,317,865	100%

Source: BBVA Bancomer Foundation.

Comparison between Total Contribution to Actual Expenditures 2010 and 2011				
Concept	Contribution 10	Contribution 11	Variation	% Vis-à-vis the Ordinary Budget
(in pesos)				%
Ordinary Budget				
Bancomer in Education	35'829,249	22'015,299	-13'813,950	-39%
Natural Disasters Aid Fund	3'979,886	104,079	-3'875,807	-97%
Educational and Productive Centers	10'108,111	9'973,265	-134,846	-1%
Cultural Promotion	10,225,597	11'427,934	1'202,337	12%
Social Development Programs	175'624,861	175'379,381	-245,480	0%
Administration and Finances plus Strategic Alliances	0	1'654,152	1'654,152	100%
Communication, advertisement and general expenditures	2'385,669	1'865,555	-520,114	-22%
Other donations	4'229,225	8'351,214	4'121,989	97%
Auditing and system automatization	702,975	147,668	-555,307	-79%
Applied Resources from the Annual Ordinary Budget	243'085,573	230'918,547	-12'167,026	-5%
Extraordinary Contribution				
"Mexico's Miscegenation" Seminar	5'175,523	411,714	-4,763,809	-92%
Global Forum on Migration and Development	10'693,730	563,784	-10'129,946	-95%
Applied Resources from the Annual Extraordinary Budget	15'869,253	975,498	-14'893,755	-94%
Total Application of Resources Annual Budget	258'954,826	231'894,045	-27'060,781	-10%

Source: BBVA Bancomer Foundation.

Comparison between Budgets 2010 vs. 2011				
Concept	Budget 2010	Budget 2011	Variation	% Vis-à-vis the Ordinary Budget
(in pesos)				%
Ordinary Budget				
Bancomer in education	27'856,346	26'839,928	-1'016,418	-4%
Natural Disasters Aid Fund	2'000,000	3'000,000	1'000,000	50%
Educational and Productive Centers	12'071,427	10'058,982	-2'012,445	-17%
Cultural Promotion	10'180,000	12'400,000	2'220,000	22%
Social Development Programs	180'957,396	185'703,000	4'745,604	3%
Administration and Finances plus Strategic Alliances	0	500,000	500,000	100%
Communication, advertisement and general expenditures	3'000,000	3'000,000	0	0%
Other donations	9'675,000	11'510,000	1'835,000	19%
Auditing and system automatization	1'100,000	1'200,000	100,000	9%
Total Annual Ordinary Budget	246'840,169	254'211,911	7'371,741	3%
Extraordinary Budget				
"Mexico's Miscegenation" Seminar	5'000,000	0	-5'000,000	-100%
Global Forum on Migration and Development	6'535,416	0	-6'535,416	-100%
Total Annual Extraordinary Budget	11'535,416	0	-11'535,416	-100
Total Annual Budget	258'375,585	254'211,910	-4'163,675	-2%

Source: BBVA Bancomer Foundation.

g. Ethical Communication

According to international standards, both the communication strategies and the publicity about the Foundation's programs are done strictly according to ethic criteria, in such a way that images that degrade the dignity of our beneficiaries or messages that are not clear enough or plainly deceitful are never used. The Publicity area of the bank takes part in the design process of our different campaigns, and, together with the Foundation, seeks to create awareness in Mexican society about the importance of education, as well as inviting all of its members to join our cause.

h. Data Protection

In compliance with the Federal Law for Data Protection we guarantee that all the information about our beneficiaries and customers will never be used illegally nor are they susceptible to loss or theft.



Fundación
BBVA Bancomer
El Centro para tus ganas
de ganar más
Centros Educativos y Productivos
BBVA Bancomer, y Tec de Monterrey
en apoyo a las personas.
Un nuevo Centro ¡para una nueva vida!
www.fundacionbbvabancomer.org

V. Principles of the Global Compact

In accordance with its commitment with human rights, development and improving the quality of life of Mexican society and the peoples of the world, the BBVA Bancomer Foundation joined the Global Compact, a United Nations' initiative created to foster corporate responsibility in the world's firms, through the implementation of ten principles that the undersigned firms promise to comply with.

BBVA and the United Nations Global Compact		
Categories	Actions 2011	GRI Indicators
Human Rights	Principle 1 - Businesses should support and respect the protection of internationally proclaimed human rights.	LA4, LA7-8, LA13, HR1-2, HR4-7, SO5, PR1
	Principle 2 - Businesses should make sure they are not complicit in human rights abuses.	HR1-2, HR4-7, SO5
Labour	Principle 3 - Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;	LA4-5, HR1-2, HR5, SO5
	Principle 4 - Businesses should uphold the elimination of all forms of forced and compulsory labour.	HR1-2, HR7, SO5
	Principle 5 - Businesses should uphold the effective abolition of child labour.	HR1-2, HR6, SO5
	Principle 6 - Businesses should uphold the elimination of discrimination in respect of employment and occupation.	EC7, LA2, LA13-14, HR1-2, HR4, SO5
Environment	Principle 7 - Businesses should support a precautionary approach to environmental challenges.	EC2, EN26, EN30, SO5
	Principle 8 - Businesses should undertake initiatives to promote greater environmental responsibility.	EN1-4, EN8, EN11-12, EN16-17, EN21, EN26, EN28, SO5, PR3
	Principle 9 - Businesses should encourage the development and diffusion of environmentally friendly technologies.	EN2, EN26, SO5
Anti-corruption	Principle 10 - Businesses should work against corruption in all its forms, including extortion and bribery.	SO2-5

VI. Advances 2011 and Objectives 2012

Advances 2011 and Objectives 2012					
	Lines of Work	Objectives 2011	Advancements 2011	% Cumplimiento Deloitte	Objectives 2012
Commitment to society	Social development programs	Grant 5,000 new stipends (+mentorship) for the 2011-2012 school year.	In September 2011, 5,000 new stipends (+mentorship) were granted for the Class of 2011-2014.	100%	Grant 5,800 new stipends (mentorship) for the 2012-2013 school year.
		To have 15,000 active grantees in the Becas de integración "Por los que se quedan" program ("For Those Who Are Left Behind" stipend and mentorship program).	Currently, there are 15,000 active grantees in the program and 700 godfathers and godmothers who provide mentorship and motivation for the beneficiaries.	100%	Have the "Por los que se quedan" program ("For Those Who Stay Behind" program) evaluated to get an impact assessment.
				New line	400 beneficiaries of the pilot program for <i>Socio-Sporting Schools</i> will have recreational and formative activities through sports. It is a new project in collaboration with the Real Madrid Foundation, which will be launched in some schools of the "Por los que se quedan" ("For Those Who are Left Behind") program.
				New line	4,000 students with sight problems in the schools of the "Por los que se quedan" ("For Those Who Are Left Behind") program will get eyeglasses according to their needs. This is a new project in collaboration with the <i>Ver Bien para Aprender Mejor</i> Foundation.
				New line	94 BBVA Bancomer employees will voluntarily participate in the workshop "Advantages of Staying in School" for 1,300 beneficiaries of the "Por los que se quedan" ("For Those Who Are Left Behind") program. Project in collaboration with Impulsa.

Advances 2011 and Objectives 2012				
Lines of Work	Objectives 2011	Advancements 2011	% Cumplimiento Deloitte	Objectives 2012
Commitment to society	Bancomer in education	To continue granting an additional 1,000 stipends (+mentorship) for secondary school/junior high school/middle school students and an additional 50 for high school; likewise, to recognize the work of all godfathers and godmothers of our grantees (Branch Directors who provide mentorship and motivation to all the beneficiaries).	100%	We will keep supporting this program with 1,000 new grants for middle school and 50 more for high school, according to the agreement we signed with the Public Education Secretariat. We will work on a communication plan with the godfathers and godmothers, to provide a better follow up and performance registry processes for our grantees.
		Maintain the follow up activities for the 1,000 stipends (+mentorship) granted, of which some beneficiaries will be already graduating and might deserve a high school scholarship for the Tec Milenio University, according to the current agreement.	100%	Improve the rates of partial grades capturing and the gathering of documents for student files.
		Consolidate the environmental education program, with the help of Pronatura, Ciceana, Peasma and Reforestamos México; keep working with the Miguel Álvarez del Toro Zoo. Work with 30,000 children from different regions of the country.	100%	Continue with the environmental education programs for children and youngsters from elementary school to high school, with the participating institutions (to serve 27,000 students), with the exception of Reforestamos México that will now concentrate on capacitating 100 environmental professors.
		Promote other awareness-raising events and practical actions in favor of the environment, for both BBVA Bancomer employees and their families, together with the Human Resources authorities and all the specialized institutions we work with.	50%	We will continue with the second year of the Civic-Environmental Program of the Chapultepec Forest to serve 200,000 more people and special visits for employees and their families will be promoted, together with the Human Resources area.

		Advances 2011 and Objectives 2012				
		Lines of Work	Objectives 2011	Advancements 2011	% Cumplimiento Deloitte	Objectives 2012
Commitment to society	Bancomer in education	Plant 7,000 trees, with the participation of BBVA Bancomer employees and all our environment-oriented allies.	With the support granted to Reforestamos México, A . C ., 14,000 trees were cultivated and an additional 4,000 were planted in 50 reforestation days in which 14,800 students participated, in 10 states of Mexico.	New line	The proposals that Pronatura, A. C., will present in March will be evaluated.	
		To refurbish the schools in Chiapas, Tabasco and Veracruz, and construct an Integral Aid Center for Minors who were victims of the earthquake in Haiti. Formalize these donations. Integrate these activities into the program's manual.	School furniture and equipment was delivered for affected schools in Chiapas and Veracruz; in the case of Tabasco, the state government decided not to participate. As for the Integral Aid Center for Minors in Haiti, a piece of land was acquired and prepared for construction, which should end by March 2012.	100%	Respond to the request for refurbishing schools in military zones (4), indigenous education schools (7), and provide computers for 20 hospitals of the Health Secretariat, according to their request.	
	Cultural promotion	Launch the <i>4th. University Contest "Do It In a Short Film"</i> . Promote the initiative nationally.	286 Mexican students participated, representing 40 universities of 19 states. Also, 12 sustainable projects entered the contest.	100%	Launch the 5th. Call for Applications for the Contest. Organize master classes about film and ecological culture in other cities in Mexico.	
		Generate management indicators for the Support for the Arts Fund.	A 50% advancement in the development of management indicators.	New line	Show the indicators in the new webpage.	
		Form a strategic alliance with the 4th. International Film Festival in the Countryside.	The tour ended after covering 51 municipalities in 5 different states. 9,805 spectators.	100%	Alliance with the 5th. International Film Festival in the Countryside.	
		Create and update the mobile archive of young creators (<i>Current Art Bancomer/MACG</i> program) to allow the general public, and particularly specialists, to get to know this representative sample of Mexico's current artistic production.	The archive traveled to the Centro de Arte Matadero, in Madrid, Spain.	New line	The exhibit corresponding to the second edition of the program will be shown, with the work of ten grantees. We will look for allies to take it to other cities. The third call for applications will be launched.	

Advances 2011 and Objectives 2012					
	Lines of Work	Objectives 2011	Advancements 2011	% Cumplimiento Deloitte	Objectives 2012
Commitment to society	Cultural promotion	Directly promote film workshops and other initiatives for young talents.	Two Master Classes were taught, with the participation of 285 college students	100%	Take the Master Classes model to other cities in Mexico.
		Together with the Foreign Relations Secretariat, keep showing the <i>Los que se quedan</i> (Those Who Remain) movie and photographic exhibit in cities all over the United States.	The exhibit was shown in five cities; 2,583 people visited it.	100% and a New Line (another exhibit)	Finalize the details of the <i>Los que se quedan photographic</i> exhibit's itinerary. Start itinerating the new exhibit <i>Plastic Paralellisms in Mexico, Four Decades of the BBVA Bancomer Collection</i> .
	Educational and Productive Centers	Implement this program in 8 Centers, for a total of 18 Educational and Productive Centers.	Transform 4 more Centers (Cd. Obregón, Culiacán, La Paz y Zamora), expand the Center in Pachuca, Hgo., and inaugurate the Center in Mexico City.	100%	Consolidate the activities of all the Centers in synergy with the ITESM. Strengthen our framework with participating institutions (Fundación Cada Vieco, CDI, INEA, Proempleo, Manpower) in the Mexico City Center. Add activities to the 4 Integral Educational Centers. Generate a hybrid model in the 4 Centers to be able to offer the Community Learning Centers of the ITESM too.
		Keep fostering the learning of trades and provide follow up to all educational programs (elementary, middle and high school).	Teach community education courses, Prepanet (online high school program), financial education courses. Implement entrepreneurship programs.	100%	Strengthen and consolidate the community education courses, Prepanet and financial education courses. Implement entrepreneurship programs.
		Increase the number of volunteers in the Educational and Productive centers, as established in the defined strategy.	The number of volunteers grew to a total of 642.	75%	Encourage the participation of students who want to do their social work at our Centers, as well as that of volunteers. Generate a plan together with Human Resources to integrate the model to the Corporate Volunteers program.

VII. Contact information and Communication channels

If you have any comment, question or suggestion with regards to the contents of this Report, please contact:

María Verónica Ramírez Hernández,
Fundación BBVA Bancomer, A. C.
Av. Universidad 1200, Col. Xoco,
México, D. F., 03330
México
Phone: +52 55 5621 0401
E-mail: informeannual@fundacionbbvabancomer.org

Promotora ACCSE, S. A. de C. V. provided invaluable technical advice and support for the elaboration of this Annual Report.

a. How can you help?

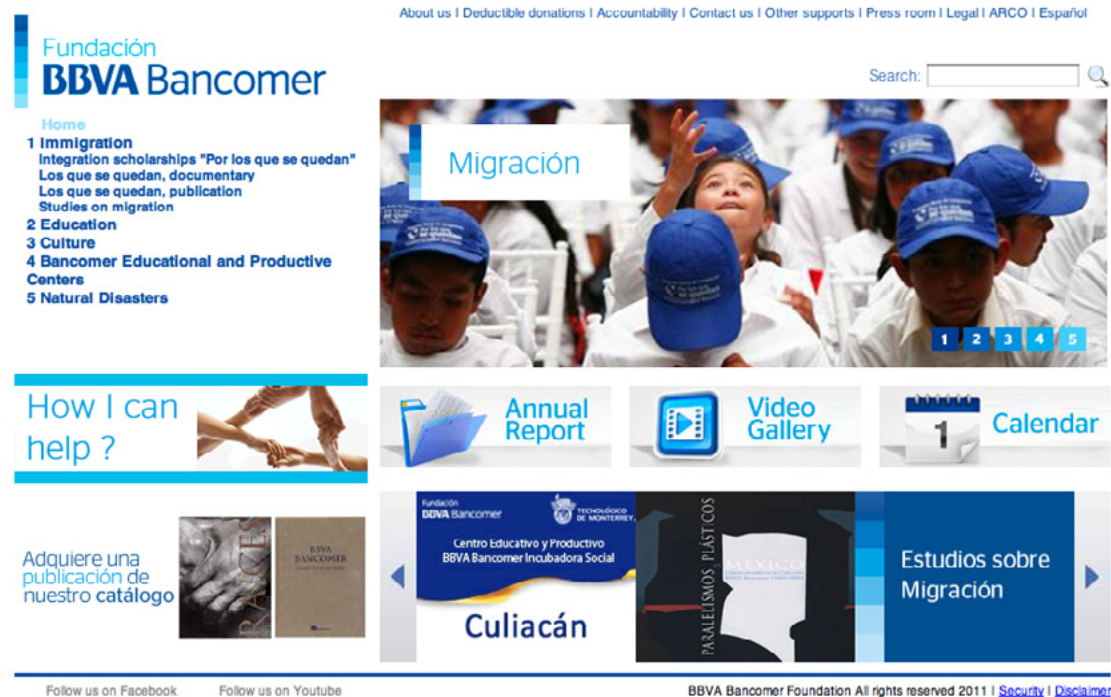
- If you are a customer of BBVA Bancomer, you can make a donation through our ATMs during our fundraising campaign for *"Por los que se quedan"* (*For Those Who Are Left Behind*): January-March and October-December. Do not hesitate: your contribution will be used responsibly and it is tax deductible. Get your tax-deductible receipt at www.bancomer.com, using your *Registro Federal de Contribuyentes* or RFC as "Reference" and your full name as "Concept."
- If you are interested in investing your savings, ask your account executive at BBVA Bancomer about how to participate in the B+ Educa investment fund, the first investment fund with a social cause in Mexico. If you invest in it,

you win, because you will get a great return, and the children and youngsters of our programs will win too, because, with your help, they will be able to stay in school. You will be receiving your tax-deductible receipts regularly.

- If you are a user of our electronic banking system, you can donate through www.bancomer.com, by referring to the bank account Convenio CIE 7512189. It is easy, fast and tax-deductible. Get your tax-deductible receipt at www.bancomer.com, using your *Registro Federal de Contribuyentes* or RFC as "Reference" and your full name as "Concept."
- If you are not a customer of BBVA Bancomer, but have an interest in helping us to keep building a better Mexico through education, you can make a deposit in any of our branches using as a reference the bank account Convenio CIE 7512189. Get your tax-deductible receipt at www.facturafundacionbancomer.com, using your *Registro Federal de Contribuyentes* or RFC as "Reference" and your full name as "Concept."
- Very soon you will be able to ask BBVA Bancomer to link your credit card account to the BBVA Bancomer Foundation's account to make a recurrent (yearly, monthly, etc.) donation. This too will be tax deductible.
- In the near future, you will be able to make a donation in favor of the BBVA Bancomer Foundation using your national or international credit or debit card, using the safe site at www.fundacionbbvabancomer.org. Your donation will be tax-deductible both in Mexico and in the United States, and our beneficiaries will have a better future thanks to your support.

b. Where can you find more information about what we do?

Please visit our website: www.fundacionbbvabancomer.org.
You can access all sections in English.




Annexes



 I. GRI Index

 II. Independent review report

 III. Statement GRI application level check

Two words,
thousands of satisfactions



Thank you!