

Rebuilding lives with new homes



*“A house comes into the world
not when it’s built, but when
people inhabit it.”*

César Vallejo
Peruvian poet

Mexico earthquakes – September

2017

On **September 7, 2017, a magnitude 8.1 earthquake** hit Mexico, followed by hundreds of aftershocks in the successive weeks – the most notorious on September 19 (7.1) and September 23 (6.1).

According to the United Nations Office for the Coordination of Humanitarian Affairs (UNOCHA), this is the aftermath:

- **337 deaths**
- **153,545 houses damaged (24,526 of these completely destroyed)**
- **Almost 10,000 schools affected**
- **More than 32,000 people living in temporary shelter**

These numbers increased as days went by.

While conducting the needs assessments in the communities, we realized our response strategy might be extended from three to five years, as we have seen with other large-scale disasters.

HFH Mexico Disaster Response

Objective:

A comprehensive reconstruction of homes affected by earthquakes that includes building resilient communities and the coordination, planning, management and monitoring of the recovery process.

Background:

- HFH Mexico does not qualify for the standard of excellence in disaster response.
- However, it has always responded to emergency situations.
- In previous years, HFH Mexico has been serving less than 50 homes/families per year.
- Due to the magnitude of the earthquakes, HFH Mexico has strengthened its capacities as facilitator and coordinator, and has improved partnership synergies, which allows for planning a more immediate response.

Target population

- Population in the municipalities affected by the earthquake.
- We focus on vulnerable families: women as heads of households, the elderly, family members with disabilities, and poor families.



Mexican states stricken by earthquakes



September 7

- An earthquake of magnitude 8.1
- More than 110,000 damaged properties in:
Oaxaca: at least 57,000
Chiapas: at least 53,395

September 19

- An earthquake of magnitude 7.1
- Amount of damaged property (approx.):
Mexico City: 3,400
Morelos: 20,000
Puebla: 24,000

■ States declared as disaster areas due to the earthquake.



Places to rebuild

Oaxaca Chiapas Puebla Morelos Mexico City

Criteria:

- **Feasibility:** HFH Mexico visited these locations and attended strategic meetings with leaders to assess the **communities' technical, social and political conditions, and their accessibility.**
- **Institutional capacity + partnership network**
- Public + private funds (donors interested in a specific region)
- **Sufficient demand** for support to be feasible.



Places to rebuild Oaxaca

400 houses

Original goal: 100 houses

Municipalities:
Santiago Niltepec
Juchitán
Unión Hidalgo



- HFH Mexico
- Municipalities declared as disaster areas due to the earthquake.

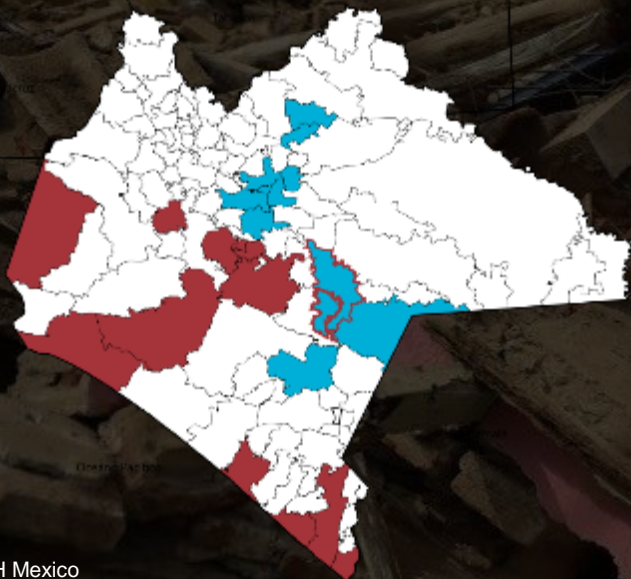
Oaxaca

| Municipality | Type of intervention | Partner | Partner's role | HFH Mexico's role | Funds FONDEN | Funds CONAVI CTA | Max. Volume | Combined funds | Main private donor |
|----------------------|----------------------|---------------------------|--------------------------------|---------------------|--------------|------------------|-------------|------------------|-----------------------|
| Niltepec | Partner | Transformación Urbana TUI | Social organization | CTA | Yes | Yes / 200 | 200 | FONDEN + private | Fondo Unido Chihuahua |
| Unión Hidalgo | Direct | - | - | CTA | Yes | Yes / 200 | 200 | FONDEN + private | Fondo Unido Chihuahua |
| Juchitán | Partner | Mejoresmos | CTA and community organization | Education component | Yes | Yes | 50 | FONDEN + private | Fondo Unido Chihuahua |

Places to rebuild Chiapas

400 houses

Original goal: 100 houses



Municipalities:

Tonalá

Jiquipilas

Villaflores

Ocozocuaula

Cintalapa

- HFH Mexico
- Municipalities declared as disaster areas due to the earthquake.

Chiapas

| Municipality | Type of intervention | Partner | Partner's role | HFH Mexico's role | Funds FONDEN | Funds CONAVI CTA | Max. volume | Combined funds | Main private donor |
|---------------------|----------------------|-----------------------|-------------------------|--------------------------|--------------|------------------|-------------|------------------|-----------------------|
| Tonalá | Direct | - | - | Social Organization /CTA | Yes | Yes / 200 | 200 | FONDEN + private | Fundación Banorte |
| Jiquipilas | Direct | - | - | Social Organization/ CTA | Yes | No | 15 | FONDEN + private | Fondo Unido Chihuahua |
| Villaflores | Partner | Jóvenes Constructores | Social Organization/CTA | CTA | Yes | No | 35 | FONDEN + private | Fondo Unido Chihuahua |
| Ocozocuautla | Direct | - | - | Social Organization/ CTA | Yes | No | 15 | FONDEN + private | Fondo Unido Chihuahua |
| Cintalapa | Direct | - | - | Social Organization/ CTA | Yes | No | 15 | FONDEN + private | Fondo Unido Chihuahua |
| Arriaga | Direct | - | - | - | Yes | Yes / 80 | 80 | - | - |

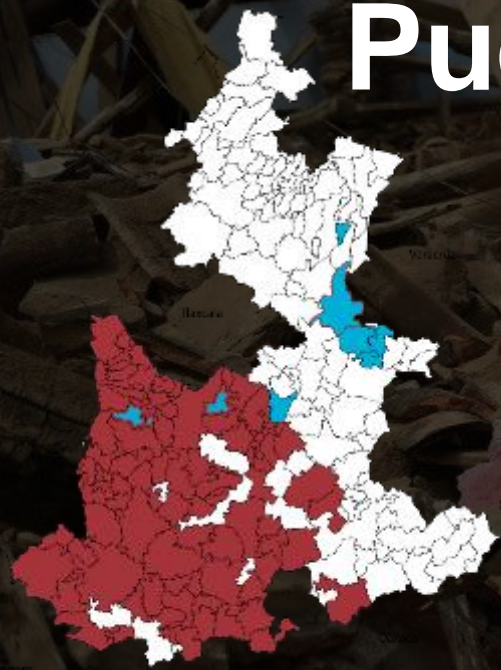
Places to rebuild Puebla

600 houses

Original goal: 100 houses

Municipalities:

- Atlixco
- Atzitzihuacán
- Calpan
- Chiautzingo
- Cohuecan
- Domingo Arenas
- Izucar de Matamoros
- Huejotzingo
- San Nicolás de los Ranchos
- Tianguismanalco
- Tlahuapan
- Tochimilco
- Xochiltepec



■ HFH Mexico
■ Municipalities declared as disaster areas due to the earthquake.

Puebla

| Municipality | Type of intervention | Partner | Partner's role | HFH Mexico's role | Funds FONDEN | Funds CONAVI CTA | Max. volume | Combined funds | Main private donor |
|--|---------------------------|--------------------------|----------------|--|--------------|------------------|-------------|---------------------------------|---|
| <p>State Program (Region 5)</p> <p>Composed of 13 municipalities</p> | Partner (turnkey project) | 5 housing agencies (APV) | Construction | Coordination with municipal, state and federal governments, and other housing agencies | Yes | No | 1257 | FONDEN + Municipality + Private | <p>Holcim</p> <p>Fondo Unido</p> <p>HDI Seguros</p> <p>Cargill</p> <p>Volkswagen (indirectly)</p> |

Places to rebuild Morelos

300 houses

Original goal: 100 houses

Municipalities:

Tlalquitenango
Yautepec
Jojutla



- Most damaged municipalities in the state.
- Municipalities declared as disaster areas due to the earthquake.

Morelos

| Municipality | Type of intervention | Partner | Partner's role | HFH Mexico's role | Funds FONDEN | Funds CONAVI CTA | Max. volume | Combined funds | Main private donor |
|-----------------------|----------------------|---------------------------------|---------------------|--------------------------|--------------|------------------|-------------|------------------|--------------------------------|
| Tlaquiltenango | Partner | Transformación Urbana TUI | Social Organization | CTA | Yes | Pending | 100 | FONDEN + Private | HFHI ATCO |
| Yautepec | Direct | SARAR | Social Organization | Social Organization /CTA | Yes | Pending | 100 | FONDEN + Private | Fomento Social Banamex HFHI |
| Jojutla | Direct | Fundación Comunitaria Morelense | Social Organization | CTA | Yes | Pending | 100 | FONDEN + Private | Fomento Social Banamex HFHI |

Places to rebuild Mexico City



40 houses

Original goal: 10 houses

Municipality (“delegación”):
Xochimilco

- Place to rebuild.
- Municipalities declared as disaster areas due to the earthquake.

Mexico City

| Municipality | Type of intervention | Partner | Partner's role | HFH Mexico's role | Funds FONDEN | Funds CONAVI CTA | Max. volume | Combined funds | Main private donor |
|-------------------|----------------------|--|---------------------|-------------------|--------------|------------------|-------------|----------------|--|
| Xochimilco | Direct | Jóvenes Constructores - Fundación Mejor Vivir (elderly) | Social organization | CTA | No | No | 10 | Private | Fondo Unido México, Dow FS Banamex Fundación Mexicana de Fútbol |

Stages of support for a comprehensive intervention model



Intervention models

Direct intervention

through regional offices in Puebla, Chiapas and Oaxaca; or National Office staff for Xochimilco and Morelos.

A

Direct intervention with local community organizations that provide coordination and identify beneficiaries. HFH Mexico contributes with CTA and sometimes with its education model.

B

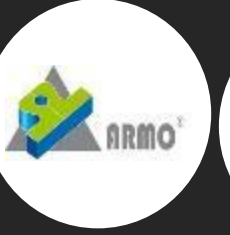
Indirect intervention in coordination with social/private builders and local governments. HFH Mexico contributes with its education model.

C

The purpose for a social community intervention

- ◀ To become familiar with the concepts of **recovery, reconstruction and community resilience**.
- ◀ To reinforce the community's **organization, participation and sweat-equity commitments** during post-disaster recovery processes.
- ◀ To strengthen the community's **technical capacities and social fabric** through the involvement of children, youth and adults to overcome the crisis.

Some of our partners to rebuild Mexico



Rebuilding lives with new homes

Pathways to Permanence

Habitability

Based on **Habitat for Humanity's Housing Quality Standards (HQS)**, our core houses include the following:

- 2 bedrooms
- Dining/living room
- Bathroom
- Kitchen

There are different house design “models” that vary according to where the house will be built; however, all models follow the same construction guidelines and regulations.

Financing homes to rebuild lives

Fundraising pipeline

USD 6,469,635

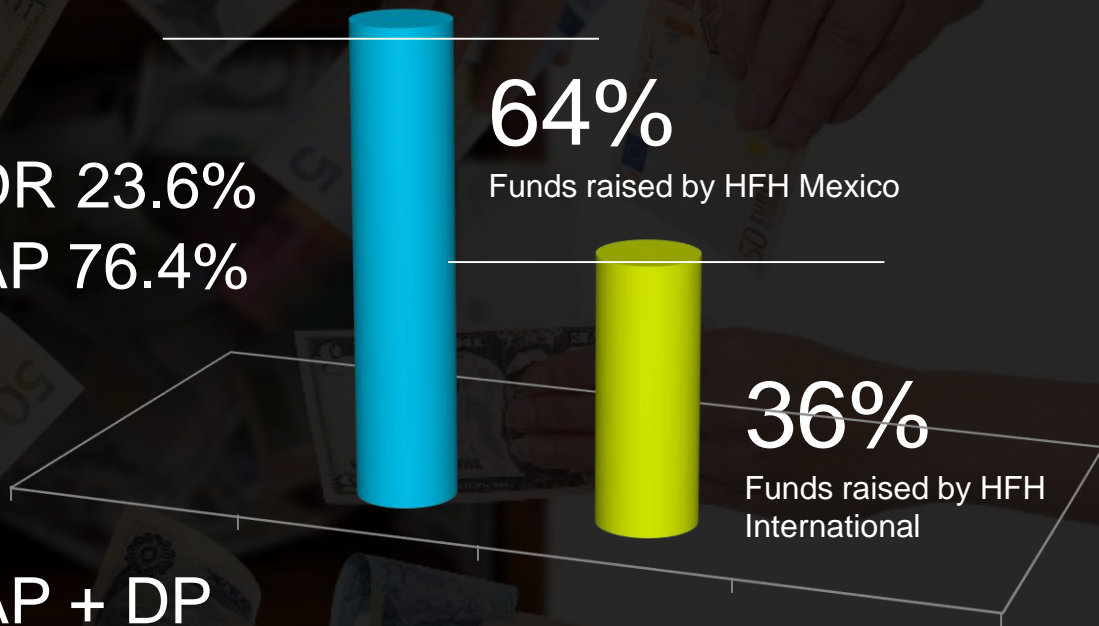
\$ 1,529,412 DDR 23.6%

\$ 4,940,223 DAP 76.4%

Leveraged

Government funds

USD 7,941,176 DAP + DP

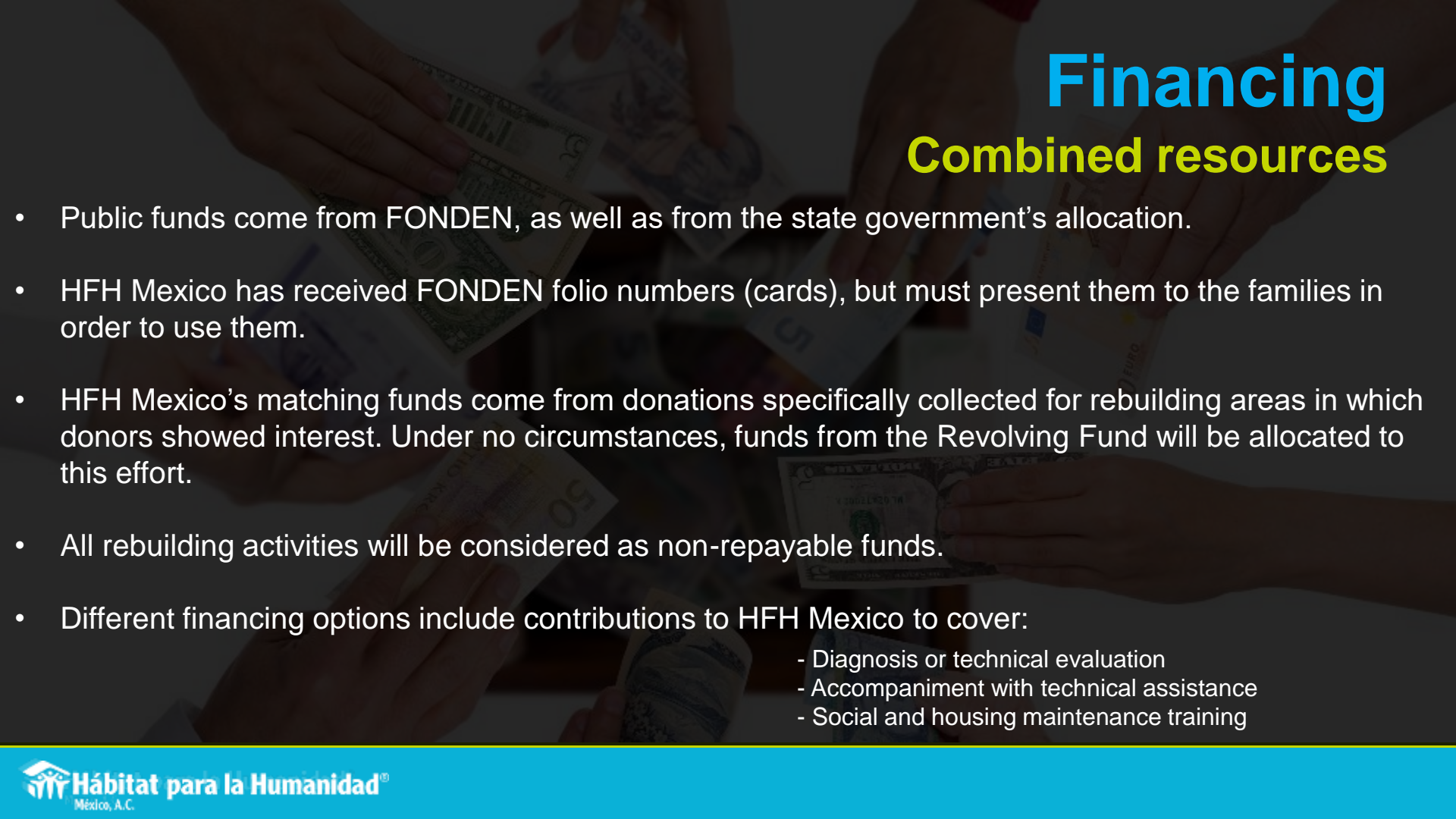


Financing

Donors

- Fundación Banorte
- Mexicanos en Amsterdam
- Individual donator
- Colegio Alemán
- EMZ Hanauer
- Engenium Capital
- Joyeros MX
- Mexicanos en Bélgica
- Monsanto
- Monterrey Aerocluster
- Takasago
- Mexico Tower Partners
- Agro Bio
- WMP Tax & Accounting
- Hoteles Misión
- Puma
- Enrique Marín
- Bridgestone
- Fondo Unido Chihuahua
- Black Rock
- Cargil
- DOW
- HDI Seguros
- Juan Carlos Shlumberger
- Royal Caribbean
- Fomento Social Banamex
- Fondo Unido México
- JTI (HPH LAC)
- European donator (HFH LAC)
- European donator (HFH LAC)
- International donator (HFHI)
- Banco de México
- Cisco
- Conair
- Metlife
- Soriana
- Asociación Mexicana de Gas Natural (Trascanada, ATCO)
- Tata Consultancy Services Ltd. (TCS)
- Holcim

- Received donations or are in process.
- Donations pending signed agreement or processing.
- Donations being negotiated (advanced stage).

The background of the slide is a dark, semi-transparent image showing several hands of different skin tones holding and passing Mexican peso banknotes. The focus is on the hands and the currency, symbolizing financial support and community resources.

Financing

Combined resources

- Public funds come from FONDEN, as well as from the state government's allocation.
- HFH Mexico has received FONDEN folio numbers (cards), but must present them to the families in order to use them.
- HFH Mexico's matching funds come from donations specifically collected for rebuilding areas in which donors showed interest. Under no circumstances, funds from the Revolving Fund will be allocated to this effort.
- All rebuilding activities will be considered as non-repayable funds.
- Different financing options include contributions to HFH Mexico to cover:
 - Diagnosis or technical evaluation
 - Accompaniment with technical assistance
 - Social and housing maintenance training

Transparency and institutionality

HFH Mexico is **transparent** when spending project resources; therefore, all donors involved in rebuilding will have access to the following:

- A progress report of the project and the planned schedule.
- A list of beneficiaries (a socioeconomic profile and a progress report are also included in the portfolio).
- A final report (including: family history, before and after photographs, final budget/expense report).
- Request a visit to the community being served to see the progress first-hand during or after project completion. (Note: costs for transportation, logistics and accommodations are not included in the donation and must be paid by the donor.)
- HFH Mexico can sign a donation agreement and issue a tax deductible receipt as authorized grantee.

We comply with the Indicators of **Institutionality and Transparency**, certified by the Mexican Center of Philanthropy (Centro Mexicano de Filantropía, CEMEFI)



We received the 2016 **Compartir por Fomento al Voluntariado Award**.





**We are dedicated to making
adequate shelter a matter of
conscience and action.**



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It all starts at home.