



# PLAN 2040

We are a non-profit established since 2016. We collaborate as a team with governments and institutions with the big dream of transforming the community, starting with the **new generations**.

 **Cuatro Ciéneas, Coahuila, Mexico**



## HOW DO WE ACCOMPANY?

### 01

**We invite and motivate 100% to dream big.**

We accompany all families of the new generations from pregnancy and throughout 25 years.

### 02

**We go out to meet and connect with the families every day.**

Our guides visit each family and accompany them in their life plan.

### 03

**We accompany in 5 pillars:**

- Health
- Education
- Youth and Family
- Family Economy
- Spirituality

### 04

**We provide training at each stage.**

- Prenatal to 6 months
- 6 months to 3 years
- 3-6 years
- 6-12 years
- 12-15 years
- 15-18 years
- 18-25 years

## MISSION

Improving the **upward mobility of the community**, providing comprehensive support to 100% of the new generations through a dedicated team in a **long-term plan**.

**OPPORTUNITIES FOR 100% OF THE NEW GENERATIONS.**



## OUR FIVE PILLARS:

### HEALTH

Supporting the optimal development of the new generations and their families through schemes of prevention, detection, and care at all stages of growth.

### EDUCATION

100% of the new generations complete a professional or technical career, promoting and incentivizing further studies and reducing school dropout rates, so that they are able to seize their opportunities and thereby have a better future.

### FAMILY & YOUTH

We promote family integration through training programs and activities that strengthen the family environment and its life plan.

### FAMILY FINANCES

We enhance leadership skills and professional development with a human-centered approach to contribute to a family economy that ensures a dignified life plan for the family.

### SPIRITUALITY

Experience the love of God to love and serve others.



## ACHIEVEMENTS REACHED IN 2023

**1,254**  
Active children of the new generations

**5,609**  
People benefited by Plan 2040

**206**  
Pregnant women accompanied

**+90**  
Allies

**1,795**  
Cases attended

**44%**  
Of the population served through the Plan

**23**  
Active programs

**+350**  
Benefactors



[www.plan-2040.org](http://www.plan-2040.org)



**WATCH VIDEO**



# CAUSE-DRIVEN TOURISM

## INITIATIVES THAT SUPPORT PLAN 2040

We are a network of institutions, organizations, and companies with a human-centered approach and social responsibility, with a long-term plan for the transformation of Cuatro Ciénegas.



### TIERRA MARÍA

Tierra María is a vineyard that offers unique ecological experiences and lodging in a serene and private setting in the Cuatro Ciénegas valley.



### MARIELENA HOTEL

Boutique hotel located in the main square of Cuatro Ciénegas, featuring 39 rooms, a restaurant, terrace, and a Starbucks café.



### GENESIS LAB & MUSEUM

Genesis 4C is a unique center serving as both a laboratory and museum. We innovate and develop solutions to global issues using the natural resources of Cuatro Ciénegas, while also studying and promoting awareness of the valley's biodiversity and endemism.



### LAS PLAYITAS DEL DESIERTO

A unique ecotourism park on the largest lagoon in Cuatro Ciénegas. We create comprehensive tourist experiences, promoting conservation of the Valley.



### ST. JOSEPH'S WAY

A 12-mile path through the desert of Cuatro Ciénegas where we meditate on different moments in which the Holy Family, particularly Saint Joseph, lead us on a journey through their lives, to better understand and acknowledge him as a spiritual father.

