



GENTE
 BUENA

ANNUAL REPORT
2024 CALENDAR YEAR



2024 ANNUAL REPORT

ABOUT THE GENTE BUENA FOUNDATION

Founded in 2024, the Gente Buena Foundation is dedicated to ensuring that both the land and people of Jalisco, Mexico benefit from the prosperity of the tequila industry. We actively build partnerships and make community-informed investments to foster sustainable growth and shared wealth.

GBF wrapped an inaugural year of building meaningful and lasting partnerships, working closely with local communities to identify our priorities, and launching key flagship initiatives.

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Dear Gente Buena,

When we first set out to create the Gente Buena Foundation, we didn't know precisely where we'd begin our work. What we did know is that the people who grow, harvest, and live among the agave fields deserve more than words of admiration. They deserve action.

This first year has been about showing up. About listening. About learning that real progress is not measured in quick wins but in the trust built when you commit to walking beside a community for the long haul.

What you'll see in these pages is just the beginning. Clean and accessible water infrastructure plans being mapped out. Women leading conversations. Partners stepping forward. And most importantly, believing that change is possible.

We know this is only the beginning. The challenges are real, but so is our conviction that small acts of solidarity can create lasting change. Thank you for believing in this work and for joining us in shaping a future rooted in dignity, community, and care.

Adelante,

A handwritten signature in black ink, appearing to read "Christiane Maertens".

Christiane A. Maertens
Board Chair,
Gente Buena Foundation

A handwritten signature in black ink, appearing to read "Ashley Cooper".

Ashley D. Cooper,
Board President,
Gente Buena Foundation



THE GENTE BUENA STORY

The Gente Buena Foundation is committed to collaboration and community-driven impact. Our approach begins by partnering closely with local communities, academic institutions, and non-governmental organizations (NGOs) to identify priorities. Through ongoing community engagement and active listening sessions, we ensure that those priorities remain dynamic and responsive to their evolving needs.

In its founding year, Gente Buena Foundation established formal partnerships and collaborated closely with:

- Pronatura
- University Center of the Valleys at University of Guadalajara (CUValles)
- Public Center of the National Council of Humanities, Sciences, and Technologies at Michoacan College
- United Nations Women
- Valor Tequila
- Atanasio Tequila

"It is not our role to identify problems or propose solutions. We are investigating with the people who have the reality of the place, have the reality of the work, to then continue hand-in-hand towards well being."

– Theresi Santos, Head of Impact



SAN PEDRO DE LOS LANDEROS: GBF'S NORTHSTAR

With roughly 50 households, San Pedro de los Landeros (SPL) is a small town just northwest of Tequila, Mexico, and where the mission of GBF began. The Landeros family were agave farmers and built a distillery with the purpose of using their own agave to make spirits.

Today, SPL is home to Valor and Atanasio, two small-batch tequila producers who approached GBF with the goal of addressing pressing needs for the land and people of their vibrant community.

GBF began by holding listening sessions with the community members of SPL to identify the most pressing needs of each family and household and establishing local partnerships to address them. Thus, Gente Buena began its mission hand-in-hand with SPL, serving as a scalable and replicable model for how the foundation can continue to build relationships on the ground and actively engage communities in building their own thriving future.



RESPONSIBLE PRODUCTION AND ENVIRONMENTAL CARE

Advancing Sustainable Agave Practices

Alongside our partners and collaborators at the College of Michoacán and the University of Guadalajara, we were proud to have helped facilitate the First Exchange of Sustainable Agave Practices in San Pedro de los Landeros. Over 30 agronomists and agave producers joined this groundbreaking event to exchange knowledge about sustainable agricultural practices, such as transitioning to agroecology. These practices promise to reduce environmental impact, preserve biodiversity, and enhance soil health while lowering production costs for farmers.

GBF is actively building a greener future for San Pedro de los Landeros through a collaborative reforestation initiative. This reforestation effort not only enhances the town's natural beauty but also strengthens biodiversity, combats soil erosion, and contributes to carbon sequestration. As an initiative that thrives on teamwork, we're working hand-in-hand with generous local landowners who are currently lending portions of their land for reforestation efforts. This collaboration expands the project's reach and maximizes its positive impact on the local environment.

GBF is committed to supporting the community throughout the reforestation process. Here's how we're collaborating:

Expertise and Resources:

We're providing access to expert advice on sustainable reforestation practices, including selecting native plant species and proper planting techniques.

Seedlings, tools, and educational workshops are also available to participants.

Community Engagement:

The heart of this initiative lies with the San Pedro de los Landeros community. We're creating a platform for residents to connect, share knowledge, and collaborate on planting events and ongoing maintenance of reforestation zones. This fosters a sense of ownership and responsibility for the project's success.

By fostering environmental sustainability, this initiative offers a multitude of advantages for San Pedro de los Landeros, including:



ENHANCED BIODIVERSITY

A flourishing ecosystem attracts a wider variety of plant and animal life, promoting a healthy and balanced environment.



REVITALIZED SOIL

Native trees and plants help restore nutrients to overworked soil, improving its fertility and productivity for future generations.



PROTECTED WATERSHED

Reforestation efforts can help regulate water flow throughout the watershed, reducing the risk of floods and ensuring a reliable water source for the community.



WATER SECURITY AND SAFETY

In the tequila-producing region of Jalisco, water scarcity is a pressing issue. In San Pedro de los Landeros, families face unpredictable water access. We are working to change this narrative. Our two-year initiative will improve health, reduce water scarcity, and create a replicable model for sustainable water management across tequila-producing regions.

In partnership with Pronatura, we launched a comprehensive water security program to provide 24/7 clean water access to all 176 residents. Our efforts include:

- Installing 5,000-liter cisterns for each household and a new water pipeline.
- Restoring watersheds with nature-based solutions like green water retention systems, waterways restoration, and reforestation.
- Building community resilience and long-term sustainability through education and promoting sustainable water management practices.



THE BENEFITS

1

Long-term water security:

A healthy watershed ensures a reliable water supply for generations to come.

2

Improved health and hygiene:

Access to clean water fosters a healthier community.

3

Environmental protection:

Nature-based solutions restore the ecosystem and combat climate change.

4

A replicable model:

This project paves the way for sustainable water management across the tequila-producing region.



HEALTH AND WELL-BEING

Strengthening Health, Safety, and Emergency Response

GBF launched programs designed to equip the residents of San Pedro de los Landeros with the tools and resources needed to safeguard their health and well-being. With our university partners, we began initiating training for residents in first aid, CPR, and search-and-rescue techniques to bridge gaps in emergency medical services. These skills save lives and build community resilience.

Combating Mosquito-Borne Diseases

Poor water infrastructure in San Pedro de los Landeros has led to issues with standing and stagnant water, including mosquito proliferation. In collaboration with our partners, GBF is working with our partners to design a multi-pronged approach to address this issue in SPL via:

- Community education workshops that engage residents in learning about:
 - identifying and eliminating mosquito breeding grounds (standing water) around homes and communities
 - safely applying repellents and insecticides, following recommended guidelines to avoid misuse
 - raising community awareness about mosquito-borne diseases like dengue, including their symptoms, prevention methods, and the importance of seeking medical attention promptly if symptoms arise.
- Sourcing and dispensing medication to ensure residents have access to appropriate medication for the treatment and prevention of mosquito-borne diseases. In the future, this may involve partnering with pharmacies or setting up mobile clinics in high-risk areas.
- Distributing long-lasting insecticidal mosquito nets and educating residents on their proper use. These nets are a proven and cost-effective way to prevent mosquito bites while sleeping, a time when people are most vulnerable.

By prioritizing local emergency response capabilities, empowering residents with essential medical skills, and promoting proactive health measures, GBF aspires to build a San Pedro de los Landeros brimming with resilience. A community prepared to handle medical emergencies, coupled with the fight against mosquito-borne diseases, will pave the way for a future where safety and well-being are cornerstones of a thriving town.



WORKFORCE DEVELOPMENT AND LEADERSHIP

Equipping Women through “Second Chance” Training

GBF introduced an innovative program aimed at enhancing the lives of women in San Pedro de los Landeros through education, skill development, and economic opportunities. In collaboration with ProSociedad and UN Women, we’ve launched the “Second Chance” initiative, comprehensive workshops designed to equip local women with valuable skills in hospitality and culinary arts.

Our program addresses three key areas



The workshop kicked off on July 2, 2024 with 18 enthusiastic participants. Over the course of the program, these women are gaining insights into:



As the program progresses, participants will engage in hands-on training in hospitality and cooking, preparing them for careers in the thriving tourism industry of Jalisco. Additionally, they'll explore entrepreneurship strategies, opening doors to potential business opportunities in the tourism sector.

A unique feature of our program is the UN Women diploma, which will provide participants with recognized credentials to enhance their resumes and improve their employability.

As of the writing of this report, 13 dedicated women are advancing through the program. Participants are gaining practical skills aligned with local economic needs. The initiative is fostering a sense of community and mutual support among women in SPL. Upon completion, graduates will be better positioned to secure employment or start their own ventures.

The Gente Buena Foundation sees this program as a stepping stone towards broader community development. We're committed to exploring further collaborations with ProSociedad and other partners to expand our reach and continue making a positive impact on the lives of SPL residents.

Jornalero and Jimador Workforce Development

GBF launched *Honrando el Oficio: Raíces y Crecimiento*, a pioneering workforce development program in partnership with the skilled jornaleros (day laborers) and jimadores (agave harvesters) of San Pedro de Los Landeros. This initiative recognizes the crucial role these workers play in the community's economic fabric and aims to enhance their expertise while creating pathways to new opportunities.

Our program honors the deep-rooted knowledge and skills within the jimador and jornalero communities. We collaborate with seasoned professionals to refine and expand upon traditional practices, ensuring a thriving future for both workers and the agave industry.

Through *Honrando el Oficio: Raíces y Crecimiento*, we aim to:

- Elevate the status and working conditions of jimadores and jornaleros.
- Ensure the sustainable future of agave cultivation in San Pedro de Los Landeros.
- Create a model of workforce development that honors tradition while embracing innovation.
- Strengthen the economic resilience of local families and the broader community.

Key program components include

Sustainable Harvesting Mastery

- Expert-led workshops explore cutting-edge, sustainable agave harvesting techniques.
- Knowledge exchange sessions allow experienced jimadores to share insights, ensuring new methods are grounded in local wisdom.
- Focus on long-term agave population health and maximizing yields.

Safety and Longevity in the Field

- Comprehensive safety workshops emphasize proper body mechanics to prevent injuries and extend careers.
- Introduction to essential personal protective equipment (PPE), including gloves, protective eyewear, sturdy boots, and appropriate workwear.
- Ergonomics training tailored to the unique demands of agave harvesting.

Diversifying Skills and Opportunities

- Cross-training initiatives expose workers to various roles within the agave industry.
- Workshops on agave cultivation, processing, and quality control broaden participants' expertise.
- Basic business and financial management courses support those interested in entrepreneurial ventures.

Community and Environmental Stewardship

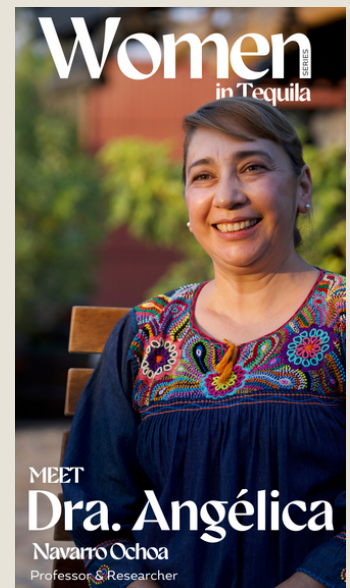
- Education on the ecological importance of sustainable agave farming practices.
- Collaborative projects to restore and protect local ecosystems.
- Initiatives to strengthen community bonds and preserve cultural traditions tied to agave cultivation.

By investing in the skills, safety, and future of our jimadores and jornaleros, we're not just improving individual livelihoods – we're nurturing the roots of our community's cultural and economic heritage. Join us in supporting this transformative journey for the skilled workers of San Pedro de Los Landeros.



WOMEN IN TEQUILA SERIES

Valor Bebidas and GBF worked together to launch the “Women in Tequila” series on Instagram, highlighting and celebrating women who are making significant contributions to the tequila industry. Each episode features one woman, focusing on her journey, achievements, and the impact she has made. The series aims to be optimistic, hopeful, and genuine in its approach and presentation of each woman's unique story.





1% FOR THE PLANET

In its inaugural year, the Gente Buena Foundation became a 1% for the Planet nonprofit environmental partner, reflecting our commitment to promoting water access and sustainable agriculture. As a 1% for the Planet partner, corporate members of 1% for the Planet can add GBF to their portfolio of grantees.



OUR TEAM

Our Local Partners



**DR. ANGÉLICA
NAVARRO OCHOA**
Research Professor,
Cuvalles, University of
Guadalajara



**PROFESSOR
LEOBARDO
PADILLA MIRANDA**
Profesor, Cuvalles,
University of Guadalajara



**JOSÉ DE JESÚS
HERNÁNDEZ
LÓPEZ**
Research Professor,
El Colegio De Michoacán



**KATHY
GREGOIRE**
Executive Director,
ProNatura



**PAOLA
GORDON**
Water Director,
Pronatura

Our Board



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MAERTENS**



**ASHLEY D.
COOPER**



**STEPHANIE
PEREA**



**JASLIN
LEVY**



**ELLEN
FORTE, PH.D.**

Our Board (continued)



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COHEN**



**JONATHAN
FRIEDLAND**



**LUPE
SALMERON**



**MARIEL
GONZALEZ**



**MICHAEL
COOPER**



**SARITA
FIGUEROA**

Our Staff



**THEREL
SANTOS**



**KRISTEN
KUNKLE**



**ELLAH
RONEN**



THANK YOU TO OUR PARTNERS AND SUPPORTERS

Our Partners



Our Supporters



BRAD&TONIE
NICCUM



2024 FINANCIALS

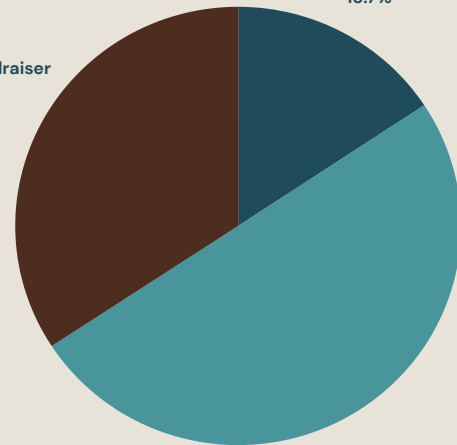
SUPPORT & REVENUE

Corporate Contributions...\$62,600
Board Contributions.....\$19,652
H2O Water Fundraiser.....\$42,808

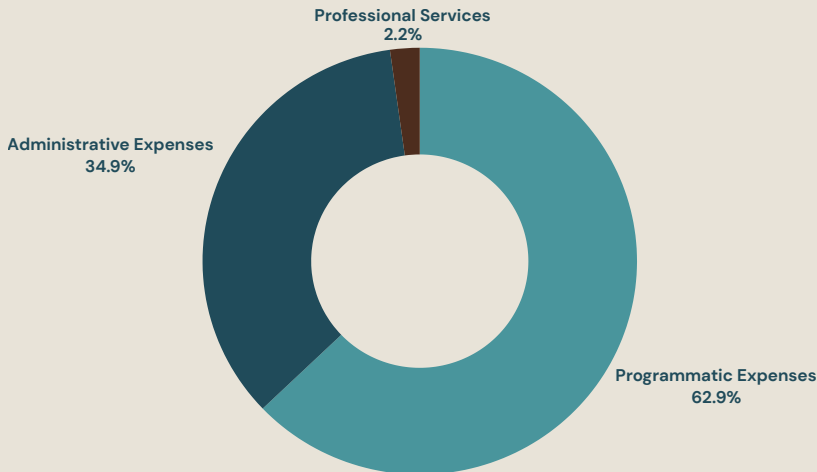
Total – \$125,060

H2O Water Fundraiser
34.2%

Board Contributions
15.7%



Corporate Contributions
50.1%



Professional Services
2.2%

Administrative Expenses
34.9%

Programmatic Expenses
62.9%

EXPENSES

Programmatic Expenses.....\$74,818
Administrative Expenses.....\$41,584
Professional Services.....\$2,615

Total – \$119,017

WAYS TO SUPPORT

One Time or
Monthly Cash Gift

[DONATE](#)

Corporate members of 1% for the Planet can add GBF to their portfolio of grantees as a 1% for the Planet nonprofit environmental partner