



## EMPOWERING MIGRANT ENTREPRENEURS IN MEXICO



### • Let's Close the Gap Together Read about 3 New Ways to Make a Donation

As the year comes to a close, we are reaching out to our incredible supporters with an exciting opportunity to make an even greater impact. Thanks to the collective efforts of donors like you, we are just **\$25,000** away from reaching our year-end goal. **Together, we can close this gap and reach more families in 2025!**

I want to share with you the story of Betty and Felix who realized their dream of starting and running a small family owned restaurant. With support from IDEAS they received their first loan, and are dreaming bigger than ever. They plan to expand their business and launch a new venture. Their story has already inspired other immigrant entrepreneurs to seek support through IDEAS.

Here are ways your gifts can make a difference:

**\$50:** Provides training materials for 5 participants to learn essential entrepreneurial and financial skills.

**\$125:** Funds a participant's attendance in our eight sessions over four weeks Financial Inclusion Course.

**\$250:** Helps create awareness campaigns to inform migrants and returnees about the training and assistance program.

**\$500:** Covers the cost of personalized consulting sessions for five micro-entrepreneurs to strengthen their businesses.

**\$1,000:** Provides training for a nonprofit organization to expand their support for migrants.

**\$2000:** Covers the development of educational manuals for government and nonprofit partners on supporting migrant financial inclusion.

**\$3000:** Supports the development of additional strategic alliances across Mexico

**\$5,000:** Funds workshops for government remittance agencies with 1750 branches to learn how to support their clients to build family businesses and support the economic and social potential of migrants.

This year, we're making it easier than ever to give in ways that work best for you:

**Donor-Advised Funds (DAFs):** Recommend a grant from your DAF and make a significant contribution while enjoying tax advantages.

**Qualified Charitable Distributions (QCDs):** If you're 70½ or older, you can make a tax-free gift directly from your IRA and fulfill your required minimum distribution (RMD).

**Gifts of Securities:** Donate appreciated stocks, bonds, or mutual funds. You may avoid capital gains taxes and make a larger impact.

**Please visit:**

<https://ideasnet.org/get-involved/donate/> to explore detailed instructions on how to utilize these gifting methods. A downloadable PDF is available on the page, providing a comprehensive guide for each option. If you have any questions, feel free to reach out to us at [donations@ideasnet.org](mailto:donations@ideasnet.org).

Every dollar matters, and every gift brings us closer to ensuring families have means to put food on their tables as we work to expand this critical program in 2025.

DONATE NOW THROUGH

Network  for Good.



*We need to offer these courses for free , for so many, these opportunities would be out of reach without your generosity. Our transformative training programs equips participants with the skills and knowledge to build sustainable livelihoods and fight poverty.*



## Bety and Felix's Recipe Transforming Their Dream Into Reality

When Bety and Felix fled Venezuela to start anew in Mexico, they brought with them little more than hope, resilience, and a dream: to open a family restaurant. But with no business experience and no access to financial services, their dream seemed out of reach.

That's when IDEAS stepped in. Over the course of a year, we worked hand-in-hand with Bety and Felix, providing the tools, knowledge, and support they needed to thrive. Today, their restaurant is not just a bustling hub of delicious food and community—it's a beacon of hope for countless migrants and returnees striving to start their own microenterprises.



### The Challenges

Like many migrants, Bety and Felix faced formidable barriers to starting a business:

**No Access to Financial Services:** Without a credit history or local references, traditional banks wouldn't lend to them.

**Limited Business Knowledge:** They had no prior experience running a business.

**High Operating Costs:** Renting essential equipment like stoves and refrigerators ate into their earnings. IDEAS helped them get their first loan.

### The IDEAS Solution

At IDEAS, we believe no one should have to overcome these challenges alone. Here's how we partnered with Bety and Felix to make their dream a reality:

#### Financial Literacy Training

Felix completed a 4-week course on budgeting, applying for loans, and managing a business. Inspired by his progress, Bety joined a 10-hour course that helped her refine their recipes for local tastes and improve operations.

### WHY NOW?

With increasing challenges at the border and a growing population of migrants and returnees in Mexico, programs like IDEAS are more critical than ever. The families we assist have achieved permanent residency status in Mexico and are thriving. We are proud to see families like Bety and Felix successfully growing their businesses and contributing to their communities in Mexico. We invite you to consider one of the three non-cash giving options listed on page one.

Please learn more at <https://ideasnet.org/get-involved/donate/>

