



2022

A YEAR
OF INTERNAL
TRANSFORMATION

SOCIAL IMPACT REPORT

TO

CREAMTE



TO

SERVING



TO

GROW



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We are a self-sustaining, non-profit association founded 80 years ago. Through our educational institutions and cultural programmes, we offer exceptional opportunities for improvement in a bilateral exchange between Mexico and the United Kingdom.



We transform
people's lives.
We build bridges,
trust, and connect
cultures.

The Anglo Foundation has made a significant change in its visual identity in the framework of its 80th anniversary. This rebranding aims to highlight and enhance the essential pillars of our institution: its British origin, its social purpose, its dedication to culture and the arts, and its commitment to education.

This rebranding represents a celebration of our history and, at the same time, a look towards the future. We are excited about this new chapter in history of The Anglo Foundation and hope that our community shares our enthusiasm for this transformation.



Since our doors opened in 1943, we have worked to strengthen the ties between Mexico and the United Kingdom. We are a national benchmark in the teaching of English as a second language, as well as a source of cultural and artistic opportunities. For eight decades, The Anglo Foundation has contributed to the development of our country through the sharing of knowledge and the academic excellence that distinguishes us.

Our commitment to the education and development of Mexico remains strong because of the efforts of our talented collaborators and teachers, the trust of our students and their families, and the support of many valuable national and international allies. As a self-sustaining, non-profit organization, we pride ourselves for the social impact we generate. We are committed to continuing to build a brighter, more collaborative world.

Here's **to many more years**
of The Anglo Foundation!

We are
celebrating
80 years of
The Anglo
Foundation!



LETTER



FROM OUR CHIEF EXECUTIVE OFFICER

ON THIS OCCASION, WE CELEBRATE EIGHTY YEARS OF COMMITMENT TO THE EDUCATIONAL AND SOCIAL DEVELOPMENT OF MEXICO AND TO THE CREATION OF A BILATERAL EXCHANGES WITH THE UNITED KINGDOM. AS A COLLABORATOR OF THE ANGLO FOUNDATION, I AM HONOURED TO PRESENT THE RESULTS OF THE COMMITMENT WE MAINTAIN TO PROVIDING AN EDUCATIONAL AND SOCIAL OFFER OF EXCELLENCE THROUGH THE RESULTS OF OUR 2022 SOCIAL IMPACT REPORT

Our commitment to providing the highest quality in English language education has not diminished over the years; on the contrary, it has evolved to meet the demands of an ever-changing society.

When the Anglo-Mexican Institute of Culture opened its doors in 1943, few could have imagined the impact and influence that this institution would have on the formation of future generations of Mexicans. During these eight decades we have devoted ourselves to honouring the people who have placed their trust in us. We have worked tirelessly to strengthen the ties between our two nations, consolidating bicultural experiences that, to this day, continue to expand the horizons of the students, teachers, collaborators, and artists we support.

Our commitment to offering the highest quality education in the English language has not diminished over the years. On the contrary, it has evolved to adapt to the demands of an ever-evolving society. Since I joined the Foundation, I have sought to guide our team towards the fulfilment of four strategic pillars:

- 1. Promote continuous growth and guarantee our sustainability**
- 2. Consolidate excellence as the common thread of our organizational work**
- 3. Build an agile organization, with a transversal approach and in constant contact with its environment**
- 4. Efficiently communicate the scope of our work and its impact on society**

In 2022, our efforts to meet these goals resulted in a remarkable balance between financial recovery after the impact of the Covid-19 pandemic, and investment in our mission to transform our communities through education and culture. We allocated 53.6 million pesos in benefits and training for our collaborators, as well as financial support for students, and scholarships for outstanding students within the Mexican fields of artistic and cultural development. This investment represented 12.42% of our total income, which demonstrates the social commitment that we wish to maintain while we guarantee our sustainability as a not-for profit organization.

The Social Impact Model that we share in this report also shows our efforts to achieve organizational transformation, implement effective services, and take the necessary actions to promote the growth of our collaborators, teachers, and students. We are aware that the people we serve, in Mexico City and in other geographical areas, constitute the pillar which connects us to the environment. Therefore, much of the work reflected in our Social Impact Indicators has focused on maintaining a motivated and committed student base.

Consequently, this report reflects our efforts to strengthen our collaborators' professional growth and career progression. I am glad to report that currently 70.6% of our area managers and 62% of our management positions are occupied by staff who were already part of The Anglo Foundation which shows our commitment to the continuous development of our internal talent.

The achievements that we now present are the result of the dedication and effort of every person who is part of The Anglo Foundation, from our collaborators to our students, families, allies, and friends. We are infinitely grateful for your complicity and trust. In the years to come, we will continue to build a bright and collaborative future based on mutual knowledge, respect for values, and "the solidarity of intelligence", as we were urged by the then Secretary of Education, Jaime Torres Bodet, at our inaugural ceremony in 1943.

We are determined to face the challenges that the future holds for us, and I am confident that we are prepared to adapt to the changes of the society that we have had the privilege of serving during these eight decades. Let's continue working together for many more years of The Anglo Foundation and strive for an even more promising future.



ANTHONY MCCARTHY
SANDLAND
Chief Executive Officer



The development of our community is the cornerstone of our Foundation's mission; hence the importance of measuring the extent of our academic impact and identifying areas of success and continuous improvement.

LETTER FROM OUR CHIEF CULTURE & SOCIAL IMPACT OFFICER

The year 2022 was an important step in the consolidation of the Social Impact Model on which we have focused our work during the last three working cycles in The Anglo Foundation. This year, we worked together on the design and implementation of two Social Impact Indicators that form the centre of our Foundation: Students and Teachers.

The development of our community constitutes the pillar of the Foundation's mission, from here derives the importance of measuring the scope of our academic impact and detecting areas of success and improvement.

The Social Impact Indicators and the relevant stories of our Foundation's scholarship recipients are the result of the constant work of all the teams that make up both the academic and support areas of the organization. We are proud to present the results of a year of dedication and work, for which I thank each of my colleagues. We would also like to recognise the Foundation's executive team for its commitment to this collective effort of transparency and transformation. My special thanks to the Social Impact team for their dedication and hard work. The commitment of each of the collaborators, teachers and beneficiaries who embody our mission is what allows The Anglo Foundation to positively impact current and future generations of Mexico.



JIMENA LARA
Chief Culture &
Social Impact Officer



PERFORMANCE AND SCOPE 2022

TOTAL AMOUNT INVESTMENT

(MP)

Key Social Impact Instruments, Programmes and Scholarship

53.62

3.96

KEY PROGRAMMES AND SCHOLARSHIPS

that promote the training of excellence in their beneficiaries: artists, teachers, students and collaborators

0.18

CULTURAL EXCHANGE

as well as in support for Mexican visual and performing artists

BENEFICIARIES

(people)

37,713

10

KEY PROGRAMMES AND SCHOLARSHIPS

ongoing that boost the personal and professional development of all

233 beneficiaries

979

Social Impact Instruments

49.48

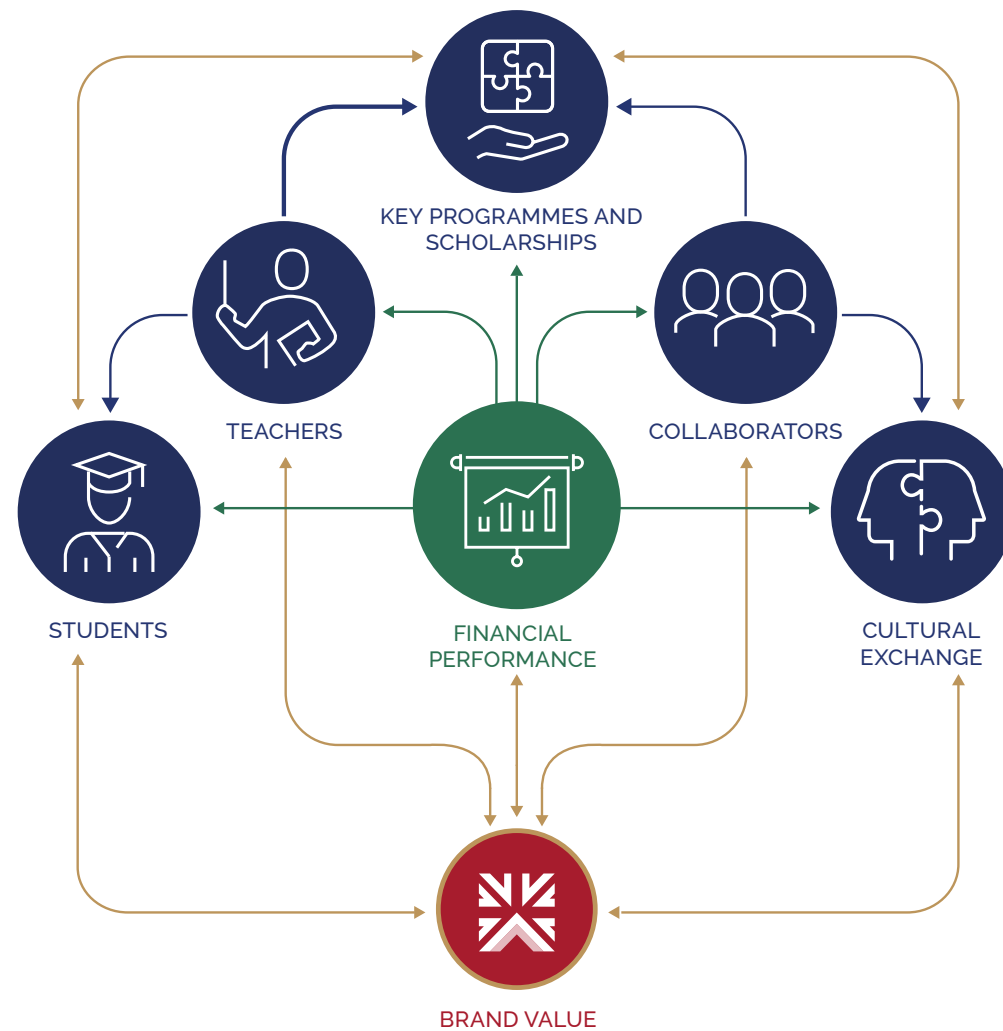
Social Responsibility	7.64
Educational Incentives	34.51
Academic Training	1.98
Benefits for our collaborators	5.33

32,501

	198
	31,300
	703
	300



OUR SOCIAL IMPACT MODEL



IN THE SECOND HALF OF 2019, THE ANGLO FOUNDATION BEGAN A NEW STRATEGIC CYCLE WITH SIGNIFICANT CHALLENGES WHICH INCLUDED THE COMPLICATIONS CAUSED BY BY THE HEALTH CRISIS THAT WE EXPERIENCED GLOBALLY. SINCE THEN, WE HAVE FOCUSED OUR EFFORTS ON FOUR STRATEGIC PILLARS: PROMOTING SUSTAINED GROWTH AND GUARANTEEING OUR SUSTAINABILITY; CONSOLIDATING EXCELLENCE AS THE COMMON THREAD OF OUR ORGANISATIONAL WORK.

Building an agile organisation, with a transversal approach and in continuous contact with its environment, and efficiently communicating the scope of our work and its impact on society.

Our Social Impact Model was first implemented in 2020. It allowed us to understand and measure our performance as a civil society organisation focused on education and culture. In a period as complex as 2020-2022, focusing on social commitment made it easier for us to reconfirm the reasons that consolidate us as a Foundation and transform them into a guide that sustain our commitment to our communities. Today, we report our results for the third consecutive year. By measuring our activities, we rethink our role in society, and generate value for our beneficiaries in the present. We are committed to continue generating this value in the future.

The implementation of our Model has been incremental. This year, we reported six out of seven Social Impact Indicators: IOS Key Programmes and Scholarships, IOS Teachers, IOS Students, IOS Collaborators, IOS Financial Performance, and IOS Brand Value. This represents a 73% progress of its full implementation. Within the next two years, we will complete the implementation of the Key Performance Indicators for each IOS, and we will be able to report information that accounts for six years of labour. In turn, this will allow us to better plan for the medium and long-term.

IOS Collaborators

We are interested in knowing how engaged our collaborators feel, to what extent they grow within our organization, and the quality of performance in their area and working together with other areas of the Foundation.

IOS Teachers

We check that our teachers have a high professional profile, teach quality classes, and develop within an established career plan.

IOS Students

We want to meet the expectations of our students who are studying with The Anglo Foundation. We ensure that they continue to receive the best international education and establish valuable relationships with their classmates and teachers. In this way, we provide more and better opportunities in their academic or professional future.

IOS Cultural Exchange

Anglo Arts & Culture is an essential part of our Foundation. We foster cultural exchange between Mexico and the United Kingdom that adds value to our Academic Units and increases cultural capital within our community and among diverse audiences.

IOS Key Programmes and Scholarships

We have developed a portfolio of Key Programmes and Scholarships that has a transformative effect on the lives of our beneficiaries. We measure it to obtain information on our scope and the different possibilities we have to support the development of students, young people in artistic and cultural training, artists, teachers, and members of staff

IOS Brand Value

The Anglo Foundation is synonymous with prestige and quality. We focus on becoming familiar with the experience of our students, parents, and educational and cultural institutions in order to improve our services.

IOS Financial Performance

Year after year, we focus our efforts on achieving an investment that ensures the greatest social return by making our services more accessible, investing in scholarships, prioritising our students and institutional allies, and diversifying our offer.



FINANCIAL

PERFORMANCE

FOR THE THIRD CONSECUTIVE YEAR WE REPORT, THROUGH OUR FINANCIAL PERFORMANCE INDICATOR, THE EFFORTS MADE BY THE ANGLO FOUNDATION TO MAKE ITS EDUCATIONAL AND CULTURAL SERVICES MORE ACCESSIBLE, ENSURING THE HIGHEST SOCIAL RETURN ON INVESTMENT.

During 2020 and 2021, the Foundation continued to provide economic support for its community of beneficiaries by investing 18.20% of its total income in 2021 and 20.55% in 2020. In 2022, it found a balance between financial recovery and the resources dedicated to achieving the mission.

It invested 53.6 million pesos in benefits and training for its collaborators, financial support for students, families, teachers, and scholarships for people with outstanding profiles in the areas of cultural and artistic development and academic and professional excellence. This investment represented 12.42% of the Foundation's total income.

The transformation of the operating model at The Anglo Academy English school was a key milestone in 2022. A hybrid service was established with distance and face-to-face classes to fulfil the needs of our students and adapt to their diverse habits of study. With this transformation, a new chapter began in all the areas of The Anglo Foundation that will be marked by a comprehensive, systematic, and student-centred hybrid service model.



KEY PROGRAMMES AND SCHOLARSHIPS

In 2020, The Anglo Foundation defined a portfolio of Key Social Impact Programmes and Scholarships aimed at its communities of beneficiaries: English students, students in formal education, teachers, young people in cultural and artistic training, established artists, and collaborators. We promote scholarships and programmes for nearly all of our communities of beneficiaries and we are currently working on developing a portfolio aimed at staff members.

From 2021, we started to measure the investment allocated to this portfolio. We made the selection of beneficiaries based on a criterion of excellence and combined the Foundation's programmes for greater impact and generated the maximum social return on investment.

In 2022, we reported our investment in nine Key Programmes and Scholarships, two less than in 2021. The goal we set for last year was 10.66 million pesos (4.82% of the operating cost of the Foundation), while the investment was 3.96 MDP, which is equivalent to 1.79% of the operating cost.

In the coming years, we aim to consolidate the complete portfolio of Key Programmes and Scholarships and ensure the success of the beneficiaries thanks to the quality and impact of the programmes that we offer. We aim to maintain links with beneficiaries in order to measure how our support impacts on their later academic, artistic and professional development.. Our goal is to reach an investment which is equivalent to 7.32% of the Foundation's operating cost.

ART, CULTURE AND LIBRARY

Collaboration with new allies strengthened the activities of The Anglo Arts & Culture both in the Anglo Arts Centre, The Anglo Foundation's own cultural space, and in other cultural spaces in Mexico. The area prioritised the continuity of our well-established programmes, aimed at a wide scope of beneficiaries. In the case of The Anglo Foundation Library, the conditions proved to be complex, since the library had to remain closed to the public due to health regulations

The investment goal for 2022 was 3.27 million pesos (1.48% of our operating cost) and 0.18 million pesos were invested; that is, 0.08% of our operating cost. Our goal towards 2025 is to boost our investment to 1.76% of our operating cost. The promotion of cultural exchanges between Mexico and the United Kingdom, as well as community development and artistic creation, are part of the social purpose that defines us as a Foundation.

SOCIAL RESPONSIBILITY

We continued support for our students and their families by investing 1.77% of the Foundation's total income in Social Responsibility. This is equivalent to 7.64 million pesos in scholarships for students of the Degree in English Language Teaching and Learning (LEAI) students of primary, secondary, and college at The Anglo Churchill School & College, and English students of The Anglo Academy. This investment ensures compliance with the standards established by the Secretaría de Educación Pública (SEP) and the National Autonomous University of Mexico (UNAM), which validate the courses we offer. The rating of this social impact instrument with respect to the goal is 75.66%.

The investment goal in 2022 was 2.34% of the Foundation's total income, which is equivalent to 10.1 million pesos. The gap between the goal and the investment was 2.46 million pesos and is result of a reduction in student enrolment compared to the number prior to the pandemic. The growth in enrolment of our schools in the coming years will allow us to achieve our set goal.



7.64 MP

in scholarships for students of the Degree in English Language Teaching and Learning (LEAI), and students of primary, secondary, and college at The Anglo Churchill School & College, and English students of The Anglo Academy

75.66%

compliance in Social Responsibility Instruments



The Anglo Foundation seeks to contribute to the development of its employees through continuous training.

ACADEMIC TRAINING

In 2022 we invested 1.99 million pesos (0.77% of the payroll cost) to improve performance and professional development, as well as to offer training courses for our teaching staff. The Academic Training Instrument was impacted by the spending policy, resulting in the gap between this investment and our initial 4.23 million pesos goal (1.64% of the payroll cost).

For the following years, our training efforts will focus mainly on our English teachers and on better methodology for teaching English as a Foreign Language, Spanish as a Second Language, and formal education for preschool, primary, secondary, college, and university degrees. Our goal in 2023 is to invest 1.93% of the payroll cost, in accordance with the best practices in this sector. The score we are reporting for this Instrument with respect to the goal (1.64% of the payroll cost) is 47.09%, given that in 2022 the investment in career plans for teachers decreased by 35%. Compared to our performance in 2021, we also made 43% less investment in Academic Training and Educational Support for our employees.

EMPLOYEE BENEFITS

The benefits that The Anglo Foundation offers its collaborators aim to strengthen the relationship between the Foundation and its team, strengthening the joint commitment. For this reason, we seek to maintain the investment made in previous years of approximately 3% of the payroll cost. However, in 2022 we experienced a drop in demand for the study of English among collaborators' beneficiaries because of the class schedules that were available. The investment was 1.55 million pesos less than in 2021. On the other hand, there was a significant increase of 29.6% more than previous years in Scholarships for our employees' family members studying at The Churchill School & College, above the highest standards for international schools.

5.33 MP in benefits for our collaborators to ensure reciprocal commitment to the Foundation

For this reason, in 2022 the investment in this Instrument represented 2.07% of the payroll cost, that is, 5.33 million pesos, while the goal established for that year was 3.04%, which is equivalent to an investment of 7.83 million pesos; with a gap of 0.97% (2.5 million pesos). With these results, the final score for this instrument is 68.09%.

Currently, the Foundation is carrying out a strategic alignment of the benefits it offers its collaborators so as to ensure its relevance, increase demand, and maintain current quality and value.

EDUCATIONAL INCENTIVES

Reducing the list price of our educational services allows us to bolster long-term relationships with individual and institutional clients. In 2022, we made more measured use of this strategy compared to the previous two years, prioritising the development of alliances with institutional clients with the purpose of building long-term collaborations.

The investment that The Anglo Foundation proposed in 2022 was 7.69% of its total income (33.2 million pesos) and, unlike previous years, in which we had exceeded the projected investment, in 2022 we managed to balance the relationship between income and incentives provided so that the gap with the established goal amounted to 0.30% (1.31 million pesos). At the end of the year, the investment in educational incentives dedicated to our four Academic Units amounted to 34.52 million pesos, that is, 7.99% of the Foundation's total income. The score for this instrument compared to the target was 96.04%.

34.52 MDP

invested in educational incentives dedicated to our four Academic Units, which is equivalent to 7.99% of the Foundation's total income



Strategic Alliances

The Anglo Foundation seeks to build relationships with institutions in public and private sectors to make available its educational options to more people.

“An educational program, like a living being, is born, develops and reinvents itself. We seek to adapt to the interests and issues that impact the new generations of students who seek to learn and improve their English”.

Daniel Hernandez
Assistant Product Development Manager
The Anglo Academy

Thanks to the alliances generated this year, we have strengthened our social impact by joining forces with different companies in Mexico, thus helping to fulfil their corporate social responsibility agenda and offering their employees opportunities for improvement.

Thanks to our relationships with the British Chamber of Commerce and the American Chamber of Commerce, our face-to-face and digital English courses have been adapted to the needs of staff of Mexican companies, helping our partners and their employees to develop their English language skills. In that sense, we continue to innovate in our business strategy and adapt to the changing demands of the market, strengthening our commitment to social impact in the educational and business sectors in Mexico.

IOS FINANCIAL PERFORMANCE

41.64%

RESULTS
INTEGRATED IOS

	GOAL	INVESTMENT	QUALIFICATION
SOCIAL RESPONSIBILITY Calculated on the basis of TAF's total revenue	2.34% 10.1 mp	1.77% 7.64 mp	75.66%
ACADEMIC TRAINING Calculated on the basis of TAF's payroll costs	1.64% 4.23 mp	0.77% 1.99 mp	47.09%
KEY PROGRAMMES AND SCHOLARSHIPS Calculated on the basis of TAF's operational costs	4.82% 10.6 mp	1.79% 3.96 mp	37.15%
EDUCATIONAL INCENTIVES Calculated on the basis of TAF's total revenue	7.69% 33.2 mp	7.99% 34.52 mp	96.4%
EMPLOYEE BENEFITS Calculated on the basis of TAF's payroll costs	3.04% 7.83 mp	2.07% 5.33 mp	68.09%
ART, CULTURE, AND LIBRARY Calculated on the basis of TAF's operational costs	1.48% 3.27 mp	0.08% 0.18 mp	5.55%

1 TAF's total revenue equals 431.75 MP

2 TAF's total payroll costs equal 257.63 MP

3 TAF's total operational costs equal 221.25 MP

STUDENTS



THIS YEAR, FOR THE FIRST TIME, WE ARE PRESENTING OUR DATA FOR THE STUDENT INDICATOR. OUR PURPOSE IS TO VERIFY TO WHAT EXTENT WE ARE GENERATING THE EDUCATIONAL EXPERIENCE THAT WE HAVE OFFERED OUR STUDENTS AND TO FULLY EXPAND THEIR HORIZONS OF PERSONAL AND PROFESSIONAL DEVELOPMENT.



We seek to bring our educational offer to as many people as possible. It is one of our founding objectives and, for this reason, it is important to analyse the information provided by the IOS Student data.

COMPLETION OF STAGES OF EDUCATION

Our aim is to bring our educational offer to as many people as possible. It is one of our founding objectives and, therefore, it is important to obtain the data from our Student Indicator. In this report, we present information related to the educational path that our students follow, the academic achievements they achieve, and our ability to accompany them until they complete their studies.

This Indicator considers students from The Anglo Academy and The Anglo Churchill School & College. We were able to establish the parameters to continue the metrics and in the coming years we will expand the universe of students to include in the measurement, among others, the students of the Postgraduate Certificate in Education (PGCE) and the Bachelor's Degree in Teaching and Learning of the English Language.

The Anglo Churchill School & College offers formal education from pre-school to high school. This year, we measure the percentage of students who advance through the different stages of education to complete their studies.

In addition, The Anglo Academy is dedicated to teaching English courses to students from the age of seven. In accordance with the Common European Framework of Reference for Languages (CEFR), the B2 English level allows students to understand a variety of long texts, make flexible and effective use of the language for social, academic, and professional purposes, as well as produce structured writing. The Anglo Academy aims to help students reach this level as a minimum. To supplement this objective, we measure the percentage of students who completed the B2 level in 2022 and we set a goal for the next three years. Our Completion of Studies score is 91.9% of students who advance in their educational stages and who achieve the B2 level of English.



94.7%

of students from The Anglo Churchill School & College advance in their educational stages: from preschool to primary, from primary to secondary, and from secondary to college.

53.4%

of students who achieved CEFR level B2 have taken 12 or more courses at The Anglo Academy.

Progression in Educational Stages - The Anglo Churchill School & College

At the end of the four years of preschool education contemplated in our school's curricular plan, 97.1% of the students of the 2021-2022 generation were enrolled in first grade of primary. Within the pool of students who completed sixth grade of primary, 87.5% belonging to the 2021-2022 generation enrolled in first year of secondary school. Of the 2021-2022 generation that graduated from the third grade of secondary school, 58% enrolled in the first grade of College or high school. The main challenge lies in the last block of their educational trajectory, which is complicated by the transition from secondary school to college. In this sense, we have given it a greater importance to the weighting of our Indicators as well as setting more challenging goals for this segment. The integrated score is 94.7% of students advancing in their educational stages.

Achievement of English Language Goals in The Anglo Academy

The prestige of The Anglo Academy is the result of the command of the English language that its students demonstrate in different contexts. We can ensure that a student's achievement of B2 level is a product of The Anglo Academy if they have studied at least twelve courses with us. Here, we understand reaching the language goal as passing the B2 level after 12 or more courses.

In 2022, 53.4% of students who achieved CEFR level B2 have taken 12 or more courses at the Academy. The goal is that in the next three years we achieve a percentage of 60% of students who achieve this level. Considering the information from 2022 and the goal that we have set, the Indicator score shows an 89% compliance.

CERTIFICATION AND INTERNATIONAL PROGRAMMES AT THE ANGLO CHURCHILL SCHOOL & COLLEGE

In the three years of College, the last set of studies offered by our school, students obtain key international certifications to continue the development of their academic and professional career. This Indicator measures the percentage of third-year College students who achieve the minimum target score in the IB Diploma (International Baccalaureate Diploma) programme and the percentage of students who obtain grades of A*, A, B and C in their subjects of the international Cambridge IGCSE (International General Certificate of Secondary Education) programme. The score we obtained is 92.6%, which represents the number of students achieving the target scores in the two international programmes. These programmes differentiate the educational offer of The Anglo Churchill School & College from other schools.

IB Diploma

Among other attributes, the profile of students at The Anglo Churchill School & College includes the ability to be inquiring, informed, educated, and caring. These attributes are primarily developed from the International Baccalaureate Programme that is taught from the preschool level.

The IB Diploma is obtained in the third year of college and represents the culmination of 16 years of training for each student at The Anglo Churchill School & College. The diploma is obtained when students obtain 24 of the 45 possible credits, as long as they meet all the established criteria: approval of the required number of intermediate level and higher-level subjects, writing an extended essay and completing the Theory of Knowledge requirements. In the generation that graduated in the 2021-2022 school year, 69.2% of students obtained the IB Diploma. In previous generations, percentages of up to 78% of students obtained the diploma. The goal we set for the next three years is 75%. Considering this objective, the Indicator score for 2022 is 92.3%.

Cambridge IGCSE

The Cambridge IGCSE represents the academic framework that will provide students with the necessary tools to obtain the IB Diploma. In England, this certificate is equivalent to a technical baccalaureate. The training process that we achieve by combining the humanities training of the International Baccalaureate program and the academic training with Cambridge IGCSE is one of the pillars that distinguishes our school and differentiates our students; hence the importance of constantly measuring their results.

Cambridge IGCSE values knowledge, understanding and intellectual curiosity, flexibility, and the ability to adapt to change, as well as the possibility of influencing results, and the awareness of cultural differences.

¹ Source: Cambridge International | <https://www.cambridgeinternational.org/languages/spanish/programas-y-titulaciones/cambridge-igcse/>, consultado el 8 de octubre de 2023.

92.6%

of students who graduate for The Anglo Churchill College achieve target scores for the IB Diploma and the international Cambridge IGCSE

66.4%

of students at The Anglo Churchill School & College obtain A*, A, B, and C scores in all five subjects of the Cambridge IGCSE

92.1%

total score for Students IOS



At The Anglo Churchill School & College, the programme begins in the third year of secondary and concludes in the second year of College, when the students take their final exams. In 2022, 66.4% of students registered to take the exams achieved grades of A*, A, B and C in all five subjects. The goal we propose is that, in the next three years, 71% of students obtain these grades. Considering this objective, the score for the International Programmes Indicator is 93.5%.

The grades obtained by students between 2018 and 2022 show that, in this five-year period, the two subjects with the highest grades are Spanish Literature and English as a First Language, while the two subjects with the greatest opportunity are International Mathematics and Combined Science. One of the main actions that will be taken to improve results is to start the IGCSE programme in the second grade of secondary school, so that teachers quickly identify

the topics they should focus on and have the necessary time to take the students to the expected levels of knowledge and development.

The score for the Student Indicator is 92.1% compared to the 100% we aimed to reach. In the Educational Stage Progression KPI, our main area of opportunity is in the transition of students from secondary school to College, thus ensuring a solid formation as they complete their entire academic trajectory with the Churchill School educational model. The Language Level Achievement KPI helps us to generate a coordinated student retention strategy and the definition of the language level goal for institutional clients. The Anglo Churchill School & College needs to demonstrate to our community of students and parents the high curricular value of international programmes. In the same way, it will be crucial to continue to publicise achievements of our College graduates in obtaining admission to prestigious universities and other higher education institutions.

The student at the centre
The change in the operating model
and face-to-face service

Students returning to our schools in 2022 had the opportunity to experience the transformation in the range of services we offer.

“Overall, 2022 was a year of radical change. We enriched our teaching materials and put the learner at the core of our model. It is an evolutionary process that guarantees a higher standard of English for students and teachers that we will continue to consolidate”.

María del Carmen González
The Anglo Academy Director

This year, we facilitated face-to-face activities in The Anglo Academy classrooms and made sure that our students were always at the core of our processes. One of the milestones we achieved was the modified Adult General English programme. We worked in partnership with National Geographic Learning and the Product Development team to design this new programme for The Anglo Academy, and made sure that it offered a flexible, high-quality approach to English teaching and learning.

The learner is at the centre of the educational experience that we will continue to shape. We are motivated to continue strengthening our management and leadership models. Today, students can walk into any site of The Anglo Academy or access our online platform and participate in an educational programme of the highest standard that is tailored to their needs.

IOS STUDENTS

92.1%

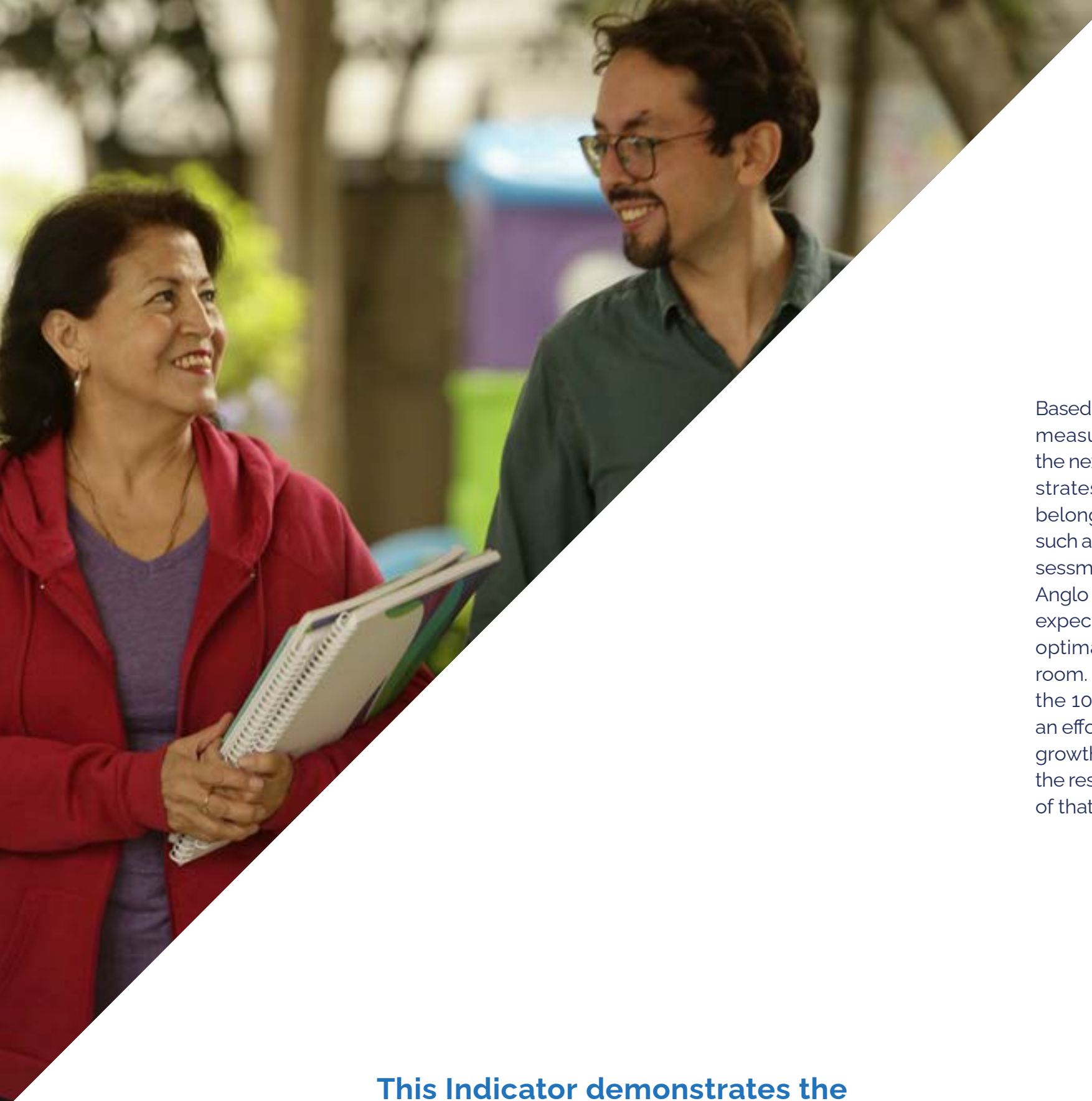
RESULTS
INTEGRATED IOS

	GOAL	RESULT	QUALIFICATION
DEGREE COMPLETION			
Degree completion			
The Anglo Churchill School & College			
% student progression in educational stage			
Preschool to Primary	98%	97.1%	
Primary to Secondary	90%	87.5%	94.7%
Secondary to Collage	64%	58%	
Achievement of English Language Goal			
% students who complete MCER B2 level by taking 12 or more courses			
The Anglo Academy	60%	53.4%	89%
INTERNATIONAL PROGRAMMES			
IB Diploma			
% students who obtain the IB Diploma			
The Anglo Churchill College	75%	69.2%	92.3%
International Cambridge Programme			
% students with IGCSE scores of A*, A, B and C			
The Anglo Churchill College	71%	66.4%	93.5%



TEACHERS

THIS YEAR WE FOCUS ON TWO INDICATORS THAT CONCENTRATE ON OUR MOST SIGNIFICANT COMMUNITIES: OUR TEACHERS AND STUDENTS. ALTHOUGH THE FOUNDATION HAS DEVOTED ITS WORK TO EDUCATION AND CULTURE, IT IS THE FIRST TIME THAT IT DEFINES SOCIAL IMPACT INDICATORS WHICH ENSURE THE GREATEST IMPACT AND CONTINUOUS IMPROVEMENT OF OUR EDUCATIONAL SERVICES.



This Indicator demonstrates the extent to which the teachers belonging to our diverse Academic Units meet the expected profile and manage to generate optimal learning conditions in the classroom.

IDEAL TEACHING STAFF

Based on the results we obtained in the first measurement, we map out the route for the next three years. This Indicator demonstrates the extent to which the teachers belonging to our diverse Academic Units, such as The Anglo Academy, The Anglo Assessment, The Anglo Professional and The Anglo Churchill School & College, meet the expected profile and manage to generate optimal learning conditions in the classroom. Our score is 93.3% compliance from the 100% we aspire to. In 2021 we began an effort to increase the development and growth opportunities of our teachers, and the results of the Indicator show the results of that work.

We obtained a very clear picture of our community of teachers by measuring the percentage of compliance with the ideal profile in each academic unit, the number of years that teachers remain in the Foundation, the percentage of international teachers in each unit and the number of hours in front of a group that teachers deliver annually. When evaluating teachers, we reflect on the teacher profiles that we have defined so far, the criteria with which class hours are assigned, the importance of having international teachers and the career plan they receive to train and retain them in Foundation. We will seek to increase the number of teachers evaluated every year until we are able to include all teaching staff in this Indicator. In 2022, our rating was 90.3% of teachers who meet the ideal profile with respect to the goal of 100% that we sought to achieve.

Ideal Teacher Profile

Our universe of teachers is made up of 83 full-time teachers in The Anglo Academy, 15 primary teachers in English (known as homeroom teachers) in The Anglo Churchill School & College, and 61 teachers in The Anglo Professional. In The Anglo Academy, the rating obtained indicates that 38.6% of full-time teachers have a Competent + level or higher. The goal is to bring 65% of teachers to that level of development in the next three years; adding the expertise of The Anglo Professional and Human Talent in the definition of differentiated career plans for each teaching profile. Our main opportunity for improvement is the number of teachers that have obtained the CPE (Cambridge English: Proficiency Exam) certification.

In The Anglo Churchill School & College, 88% of homeroom teachers meet the expected profile. In the coming years, we will work to raise the level of English and achieve Proficiency in those who need to improve, as well as work on class observation and feedback to improve internal qualifications. Our goal is for 92% of homeroom teachers to meet the highest standards. Finally, in the case of The Anglo Professional, 90.6% of the teachers meet the expected profile. Our task over the next three years will focus on fostering their professional specialization and, among those with more experience, developing leadership or supervisory roles. Overall, the rating for this Indicator is 81.7% compliance with the ideal profile we are looking for.



Amount of teachers considered in the data from our Teachers IOS:

61

professors from
The Anglo Professional

15

professors from
The Anglo Churchill
School & College

83

professors from
The Anglo Academy

Continuity

The retention of our teachers is essential to reach our educational goals and objectives which allow the Foundation to function. In this Indicator we include two business units: The Anglo Academy and The Anglo Professional. In the case of the Academy, teacher turnover has been addressed from different angles. For example, in 2021 we strengthened the working relationship with teachers through the hiring process, which strengthened their commitment to the institution. To measure this Indicator, we reviewed the work history of the 83 staff teachers that the Academy had in 2022. In this case, 63.9% of this group have been working at the institution for four or more years. The goal for 2025 is to increase this percentage to 70%.

The Anglo Professional is the Foundation's youngest academic unit. It teaches training courses in English Language Teaching methodology, postgraduate studies in teacher education, curricular programmes and examinations for international schools and a Bachelor's Degree in Teaching and Learning English as a Foreign Language. The retention goal we seek to achieve is for 65% of teachers to remain in the unit for a period of 3 to 5 years. The grade obtained in the first measurement is 63.9%. When adding the results of both Academic Units, the score for this Indicator is 93.4%.

We are growing alongside our students. We serve a very diverse group of teachers, from both private and public schools and of different ages, who teach every grade, from preschool to adult education."

Adriana Villanueva,
Deputy director of Operations, Regulations, and Quality
The Anglo Professional





96.4%

**integrated score for
Teacher Background
Indicator**

68.7%

**of our teachers meet
the number of hours
they are expected
to teach in front of a
classroom**

10.8%

**of staff teachers at The
Anglo Academy come
from abroad**

Teacher backgrounds

In our English school The Anglo Academy and in our formal education school, The Anglo Churchill School & College, it is important to include international teachers on our staff who help fulfil our value proposition. This Indicator measures the percentage of teachers who meet this characteristic, which is crucial in differentiating our educational model.

In our English school, 10.8% of regular teachers come from abroad. This reaches 100% of the 10% goal we aspire to. In the case of our formal education school, 46.7% of the homeroom teachers are from diverse international origins. The goal is to reach 50% in the next three years. The integrated rating of the Teacher Background Indicator has a compliance level of 96.4%.

Teaching Activity

The oldest academic unit in the Foundation is The Anglo Academy, whose prestige is recognized nationally and internationally. To be able to offer English classes in person, remotely, in groups, or individually, requires efficient management of our greatest asset: teachers. That is why we have an Indicator that measures the number of hours in front of a group that a teacher must spend annually.

We realised that 68.7% of staff teachers at The Anglo Academy teach between 800 and 1200 hours of class per year. The goal is for 70% of the teaching staff to reach that number of hours, which allows them to have a healthy balance of dedication to their professional life. The result of this Indicator is 98.1% of teachers who meet the number of hours they are expected to teach in front of the group in a calendar year.

Looking to the future, the ideal distribution of group hours will be based on the type of product (in-person class, distance learning, individual, group, for adults, youth, or children) and we will consider the additional hours that teachers spend on other activities, such as one-on-one time with students and their own continuous professional development.

**97.8% of staff teachers
obtained scores within the
expected ranges**

TEACHING EFFECTIVENESS

By Teaching Effectiveness, we refer to the extent in which teachers manage to generate optimal learning conditions in the classroom by making use of an appropriate range of pedagogical tools. We base our measurements on the results of the Quality Assurance Program (QAP), our exclusive teacher evaluation programme based on class observations that the academic management of the Foundation implemented in 2014. The QAP establishes a standard of teaching quality and in the academic achievements of students. The measurement of this indicator focuses on full and part-time teachers in The Anglo Academy, taking into account the teacher's level: *Initial*, *Initial+*, *Competent*, *Competent+*, *Proficient* and *Master*.

Based on QAP scores, which range from 1.0 to 4.0 points, where lesson planning, teaching practice, lesson reflection, and use of English are evaluated, the average score of The Anglo Academy's staff teachers is 2.42 points. The area with the greatest opportunity for improvement is lesson planning. The 2025 goal is to raise the score so that teachers with the *Initial*, *Initial+*, *Competent* and *Competent+* category reach the maximum level of satisfaction that will place them on the threshold of *Good* evaluation, while teachers with the *Proficient* and *Master* category must maintain a solid score of *Good*. Continuous feedback and advice to teachers will be essential to achieve these goals and to promote the development of the teaching staff. This Indicator's score shows that 97.8% of staff teachers obtained scores within the expected ranges.

The information derived from the QAP is relevant and useful not only for teachers, but also for academic supervisors, directors of the four academic units and the TAF Human Talent team. Over the next few years, observations will be made of classes taught at The Anglo Churchill School & College and The Anglo Professional. In this way, we will expand the quality assurance programme to three academic units.

In the future, the Foundation will concentrate its efforts on linking QAP measurements to the design of career plans to promote our teachers' professional development.

¹Scores are assigned according to the following criteria:
Inadequate: 1.00-1.99, Good: 2.50-2.99, Exceptional: 3.00-4.00

Excellence in Teacher Training

The Anglo Professional aims to provide the highest quality teacher training, giving teachers the knowledge, skills, and confidence to teach effectively and transmit the social wellbeing that is at the heart of The Anglo Foundation to the classroom.

In 2022, The Anglo Professional was established, to meet the needs of a diverse student population and continue to ensure the quality of its educational offer.

The Bachelor of Arts in English Language Teaching and Learning (LEAI) offered by The Anglo Professional since 2021 ensures graduates have strong methodological skills, accuracy, and high linguistic competence in English, positioning them in the educational field as teachers with a competitive profile. Due to the positive experience shared by students in the follow-up surveys, as well as the continued commitment of our Foundation, the new Bachelor of Science in Education is being developed. It will be available in 2025 for all applicants who have completed their high school studies.

IOS TEACHERS

93.3%

RESULTS
INTEGRATED IOS

GOAL RESULT QUALIFICATION

SUITABILITY OF THE FACULTY MEMBERSHIP

Ideal Teacher Profile

% ideal profile compliance

The Anglo Academy	65%	38.6%	
The Anglo Churchill School & College	92%	88%	81.7%
The Anglo Professional	92%	90.6%	

Continuity

% permanence

The Anglo Academy	70%	63.9%	93.4%
The Anglo Professional	65%	63.9%	

Professor Origin

% international teachers

The Anglo Academy	10%	10.8%	96.4%
The Anglo Churchill School & College	60%	46.7%	

Teaching Activity

% of classroom hours per cycle

The Anglo Academy	70%	68.7%	98.1%
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TEACHING EFFECTIVENESS

Teaching and Technical Skills

% ideal profile compliance

Initial	2.35 pts	2.34 pts	
Initial+	2.35 pts	2.344 pts	
Competent	2.45 pts	2.42 pts	
Competent+	2.45 pts	2.422 pts	97.8%
Proficient	2.60 pts	2.61 pts	
Master	2.60 pts	2.34 pts	

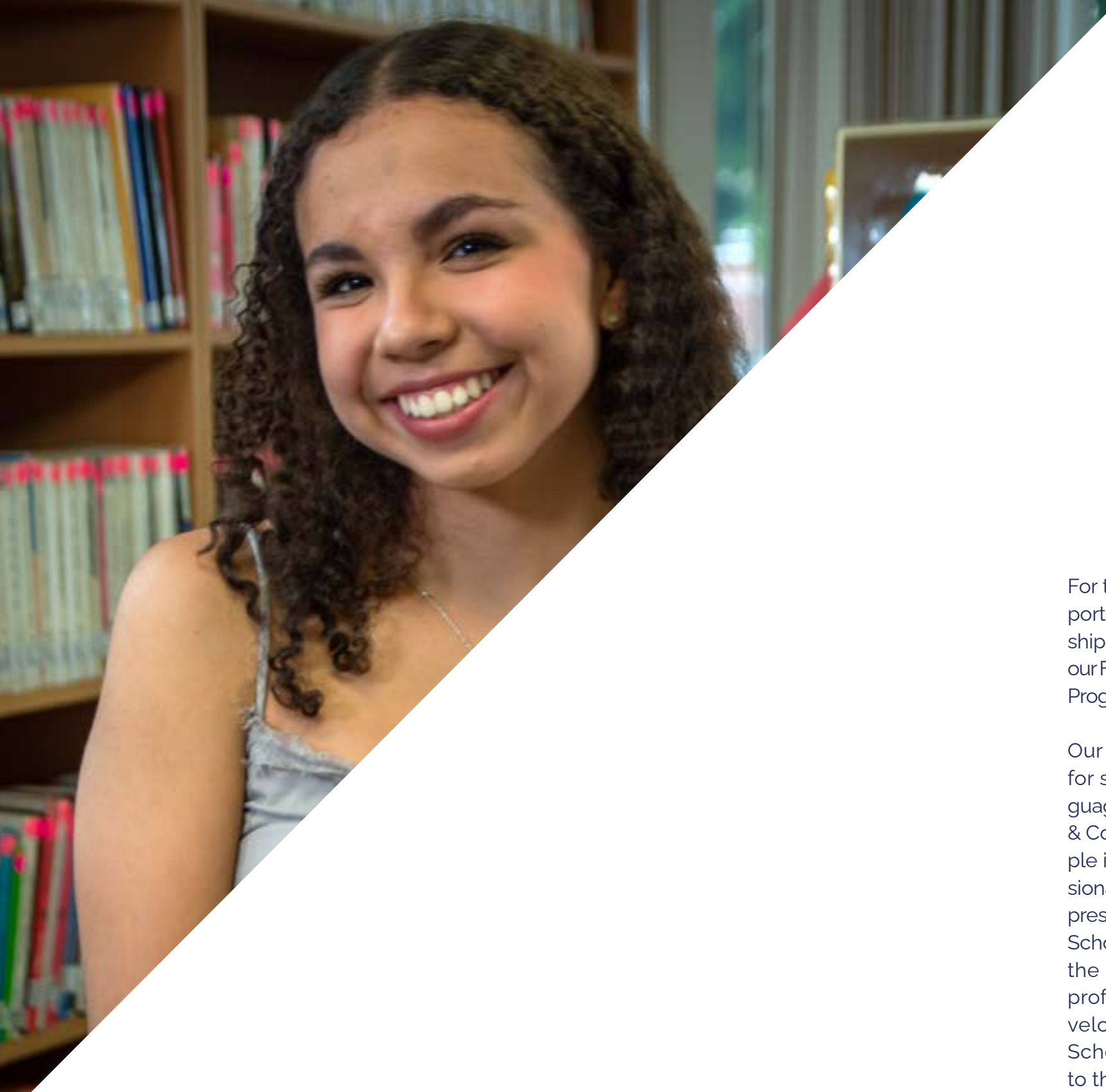


IOS KEY PROGRAMMES
AND SCHOLARSHIPS

KEY PROGRAMMES AND SCHOLARSHIPS



THE ANGLO FOUNDATION HAS HELPED ITS STUDENTS WITH EDUCATIONAL SCHOLARSHIPS THROUGHOUT ITS 80 YEARS OF EXISTENCE. IN 2020 WE IDENTIFIED THE MOST SIGNIFICANT ONES BASED ON THE BENEFICIARY PROFILE THEY ARE AIMED AT, THE TYPE OF TRANSFORMATION THEY ACHIEVE IN PEOPLE, AND THE AMOUNT PROVIDED.



By considering these criteria, we identified the programmes that achieve greater impact due to their content, the level of preparation and experience of the professors who teach them, and the institutional alliances they generate.

SCOPE

For these reasons, it is important to offer a portfolio of Key Programmes and Scholarships that complements and distinguishes our Foundation. In this way, the portfolio of Key Programmes and Scholarships was created.

Our portfolio is made up of scholarships for students of English as a Foreign language, for students at The Churchill School & College, as well as teachers, young people in cultural and artistic training, professional artists and collaborators. In 2022, we present data for nine Key Programmes and Scholarships and two indicators related to the performance and trajectory of the professional artists we support. The development of our Key Programmes and Scholarships has been possible thanks to the transversal collaboration between our Academic Units and the institutional alliances that strengthen them. Today, we support alliances with organizations throughout Mexico and the United Kingdom such as: the BBVA Foundation, The British American Drama Academy (BADA), The English Speaking Union International, The Royal Court Theatre, Cryptic Glasgow Ltd., and the National Autonomous University of Mexico (UNAM).

We are interested in quantifying the direct and indirect beneficiaries of our Key Programmes and Scholarships. To achieve this, we focus on the Coverage and Expansive Resonance Indicators. The grade obtained in these two areas was 81.3%, that is, eight percentage points below our results in 2021 (89.6%). Our main opportunity for improvement lies in the scholarships we offer our teaching staff. We will work strategically in the selection of training programmes for our teachers, as well in the more accurate selection of teacher profiles to guarantee better performance in the future.

Coverage

The number of beneficiaries predicted for 2022 was 142, of which we managed to include 125 in different Key Programmes and Scholarships. As a result of this, we achieved a result of 81.3% in this Instrument.

The beneficiaries who study English come from two programmes: *Strengthening Language Learning in Special Populations*, in partnership with the BBVA Foundation, and *Promotion of Certification in High-performing Students*. Our alliance with the BBVA Foundation began in 2020 and has grown since then. During 2022, 75 university students, who benefited from BBVA Scholarships for the *Chavos que Inspiran* programme, studied at The Anglo Academy. In addition, 15 of them reached the B2 level in English in accordance with the Common European Framework of Reference for Languages (CEFR).

Our alliance with the BBVA Foundation began in 2020 and has grown since then. During 2022, 75 university students, who benefited from BBVA Scholarships for the Chavos que Inspiran programme, studied at The Anglo Academy and 15 of them reached the CEFR B2 level.

The programme to promote certification in high-performing students began in August 2022 thanks to a collaboration between The Anglo Academy and The Anglo Assessment. Six of the fourteen students participated in the first programme. As a result of this, we learned lessons as a Foundation that helped us to improve some aspects of our operation. The new *English programme for adults* in 2023 will further boost certifications among students of The Anglo and, with this, the number of beneficiaries that receive support from this programme.

This year, we are reporting three Key Programmes and Scholarships that belong to The Anglo Churchill School & College: *The Churchill Academic Excellence Scholarship*, *The Churchill Scholarship Programme*, and *The Churchill Debate Scholarship*. At the end of the year, 29 of the 31 students were part of these programmes. In the case of the *The Debate and Excellence* scholarships, students are chosen from within the school, while for *The Churchill Scholarship Programme* candidates come from academic institutions which specialise in identifying talents, such as the Adopt a Talent Program of the UNAM. During 2022, several of these allied institutions operated on a part-time basis, which had an impact on finding suitable profiles for the programme.

Regarding the programmes aimed at teachers, we work on raising awareness to promote their commitment to one of our Key Programmes and Scholarships, whether in our Bachelor in English Language Teaching and Learning, in the methodology courses for teaching English, or in the international postgraduate programmes we offer, such as the Postgraduate Certificate in Education (PGCE).

Considering the segment of young people in artistic training and professional artists, we contribute directly to the training of the thirteen expected beneficiaries in the Artistic Creation and Dissemination, Visual, Performing and Sound Arts, Shakespeare Competition and The Anglo-ESU Public Speaking Competition programmes. In these programmes, the number of indirect beneficiaries is very significant, since they are interscholastic competitions and artistic projects that involve the participation of several institutions and individuals coming from different disciplines.



845

indirect beneficiaries

125

active beneficiaries

Studying at The Anglo has been an incredible experience, my level of confidence has increased every time I speak the language and I have become more fluent. The scholarship at The Anglo has contributed significantly to my academic and personal projects, as it has increased my knowledge and helped me to apply for better jobs.

Araceli Guadarrama, BBVA Foundation-The Anglo Foundation scholarship recipient

Outreach

In the case of indirect beneficiaries, we included 845 people of the 1,547 that we estimated at the beginning of the year. The indirect beneficiaries are individuals related to the scholarship recipients who are also benefited by the programme, such as the families of the beneficiaries, as well as the team of researchers and arts professionals who worked with British artist Kathy Hindle for the production and exhibition of her piece, which we describe in the *Earthquake Mass Re-Imagined* story in this report. The score for the Outreach Indicator was 81.3%.

RELEVANCE

Our goal is that every beneficiary who began one of our Key Programmes and Scholarships completes it, and that, at the end of their programme, their expectations have been met. We measure both objectives using the Terminal Progress and Experience Satisfaction Indicators. Our score is 96.4% compliance in this Indicator, thanks to the quality of our programmes, close monitoring of the scholarship recipients, and the institutional support of our allies.

Completion Rate

All the scholarship recipients concluded their programmes on time and within the established standards, with 100% compliance. We ensure they are closely supported in order to help them overcome any difficulties in completion of the programme. Allied institutions have a fundamental role in achieving this high degree of compliance, since they share responsibility for the investment, and for the selection and support of beneficiaries. In this way, we join work together to ensure each of our beneficiaries successfully completes their course.

Of the 125 active beneficiaries in 2022, 34 completed their Key Programmes and Scholarships on schedule. Fifteen scholarship recipients from the programme in collaboration with the BBVA Foundation reached the CEFR B2 level of English. Two teachers obtained their Teacher Training Course (TTC) certificate, four Churchill Col-

lege students graduated after maintaining the *Debate and Excellence* scholarships for three years, twelve young people in Artistic Training received cultural awards from the British American Drama Academy, the American Shakespeare Camp and the English Speaking Union's International Public Speaking Competition, and Kathy Hinde, the renowned British artist, concluded her three-year grant with the exhibition of her work.

Experience Satisfaction

To know the level of satisfaction of our beneficiaries, we applied a survey that measured the quality of our Key Programmes and Scholarships. This survey contains questions related to the topics, methodology, teachers, and learning climate that our beneficiaries experienced. Likewise, we monitor the general experience of our beneficiaries through questions related to the knowledge they acquired, their performance based on what was learned, networking, and the professional opportunities that they can access upon graduating from our programmes. Our score on this Indicator is 91.6%, compliant with expectations and relevant experiences.

The results of the survey reveal that the beneficiaries place a high value on the mastery of the topics and the use of the English language that their teachers or workshop leaders demonstrate in class, as well as the academic and professional opportunities that are available to them after graduating. Our greatest area of opportunity is in the possibility of establishing professional relationships with colleagues and teachers that expand the current range of beneficiaries. We consider that the return to fully face-to-face operation of these programmes will help improve this variable.

91.6%

of our scholarship recipients fulfilled their expectations and lived a transformative experience.





82%
compliance with the
Medium and Long-Term
Productivity Indicator

The Medium and Long-Term Productivity Indicator refers to the artist's ability to produce and present his or her work in different forums and media, as well as to continue his or her artistic development and participate in other artistic communities and programmes.

MEDIUM AND LONG-TERM PRODUCTIVITY

In 2022, after three years of work, *Earthquake Mass Re-imagined* was premiered, produced by the British artist Kathy Hinde, beneficiary of the Key Programme in Artistic Creation and Dissemination: Visual, Performing, and Sound Arts promoted by The Anglo Arts & Culture. The creation and exhibition of the piece was done in collaboration with the Scottish art house Cryptic Glasgow Ltd., as well as UNAM and its Institute of Geophysics, and *Cultura UNAM*, with the support of the National Institute of Anthropology and History (INAH) and the Directorate of Sites and Monuments of Cultural Heritage of the Ministry of Culture of Mexico. Through exhibition of this artistic work, we were able to measure two Social Impact Indicators –Performance and Career– designed to rate the work of professional artists.

The Medium and Long-Term Productivity Indicator refers to the artist's ability to produce and present his or her work in different forums and media, as well as to continue his or her artistic development and participate in other artistic communities and programmes. The score we obtained in this Indicator accounts for 82% of the goal. There is an opportunity to improve the clarity of the message that is transmitted with the art we support and the audience to which it is aimed.

Performance

This Indicator considers variables such as originality, message clarity and audience engagement, the artist's mastery of the technique, collaboration with the different institutions involved and compliance with the original project that was proposed. By adding these variables, the performance rating was 70% of the target goal that was set.

Trajectory

This indicator refers to the impact on the media that the work generated, the forums where it was presented, the audiences that visited it and the publications it generated. The original plan considered the exhibition of *Earthquake Mass Re-Imagined* in three forums: Festival Sonica, El Aleph, Festival of Art and Science in the UNAM, and the premises of the Palacio de la Autonomía, also in the UNAM. Given the success of the exhibition and the interest it generated with attendees, it was presented in three more spaces: the Centro Mexicano para la Música y Artes Sonoras (CMMAS) in Morelia, Michoacán, the Instituto Tecnológico y de Estudios Superiores de Occidente (ITESO) and the Ex Convento del Carmen, both in Guadalajara.

In total, Hinde's work of art reached an audience of more than 11,500 people in the six venues, and generated 283 publications in different media. For these reasons, compliance with this indicator is of 100%.

The Key Programmes and Scholarships Indicator represents The Anglo Foundation's greatest impact on society through educational and cultural work. In this second year, the score we obtained was 89.6%, a growth of 0.2 percentage points compared to 2021. Looking to the future, we are committed to increasing investment and creating a strategy that allows us to attract more beneficiaries and consolidate institutional relationships with new allies.

Earthquake Mass Re-imagined
reached an audience of more than
11,500 people in six venues at Mexico
City, Guadalajara, and Michoacán



Earthquake Mass Re-imagined Fostering artistic exchange between Mexico and the United Kingdom

Earthquake Mass Re-Imagined,
a sound artwork created by
British artist Kathy Hinde, was
formed from a creative process
spanning from 2019 to 2022,
with the support of the Artistic
Creation Grant provided by
The Anglo Arts & Culture.

“Our work over more than 20 years with the Anglo Foundation has continued to flourish. The project has been a highlight of this wonderful collaboration. Anglo Arts & Culture brought exactly the right partners for this project. The work has a very human and poetic connection, marked by audiences’ reaction, dazzling the senses, stimulating thought and provoking conversation. We are thrilled that this project has engaged with audiences throughout Mexico and is now starting its European journey. Thank you for being such wonderful partners”.

Cathie Boyd
Director / Founder, Cryptic

Earthquake Mass Re-Imagined, a sound artwork created by British artist Kathy Hinde, was formed from a creative process spanning from 2019 to 2022, with the support of the Artistic Creation Grant provided by The Anglo Arts & Culture. It was premiered at the Sonica Sound Arts Festival in Glasgow, United Kingdom, and was subsequently presented at the Palacio de la Autonomía de la UNAM in Mexico City.

The sound installation was inspired by French Renaissance composer Antoine Brumel's incomplete and semi-destroyed score of *The Earthquake Mass*. Hinde's piece is materialized by twelve turntables arranged in a circle, each reproducing one of the voices required by the original score. The audience listened to beautiful voices by Staccato Choir that, at irregular intervals, sought to imitate the frequency of the movements recorded by seismographs during Mexico's 2017 earthquake. Given the fact that Mexico City is in a seismic zone, the enveloping atmosphere, composed of multiple sound layers, fostered a special emotional connection with an issue that its inhabitants routinely experience.

The exhibition of this piece reinforces The Anglo Arts & Culture's commitment to the creation of new artistic links and the development of artists from both countries. The institutional alliances generated from this work sow the seeds for future collaborations between our Foundation and the vast horizon of Mexican and British culture.

KEY PROGRAMMES AND SCHOLARSHIPS

89.6%

RESULTS
INTEGRATED IOS

	GOAL	RESULT	QUALIFICATION
SCOPE Coverage Outreach direct beneficiaries	100%	81.3%	81.3%
Outreach Outreach indirect beneficiaries	100%	81.3%	81.3%
RELEVANCE Degree Completion Rate % terminal efficiency	100%	100%	100%
Experience Satisfaction Satisfaction survey	100%	91.6%	91.6%
MEDIUM AND LONG-TERM PRODUCTIVITY Performance Artwork production	100%	70%	70%
Trajectory Media outreach	100%	100%	100%



IOS COLLABORATORS

COLLABORATORS



IN 2020 WE REPORTED THE COLLABORATORS INDICATOR FOR THE FIRST TIME TOGETHER WITH THE FINANCIAL PERFORMANCE INDICATOR WITH THE AIM OF IDENTIFYING THE STEPS NEEDED TO BECOME AN INSTITUTION THAT IS ABLE TO WORK IN AN AGILE MANNER ACROSS DIFFERENT AREAS.

We have made progress in building a strong and healthy work culture. In the three years that we have been measuring this Indicator, we have observed a team of collaborators which is capable of using new systems and mapping out processes that prioritise and order activities more effectively.



COMMITMENT

The score in 2022 was 82.11% with reference to the goal we aspired to (100%), which represents a slight decrease compared to 2021 (82.55%) and a growth of 2.3 points compared to 2020 (79.76%). The continuous changes in the operation that the previous three years brought about meant several adjustments for our employees. In 2022, The Anglo Foundation's staff structure is very different from what it was at the beginning of 2020.

The Collaborators Indicator reflects what the Foundation experiences at its centre. It measures the commitment we show to our collaborators and vice versa, the performance of the areas as providers and internal clients, and the development that we have promoted within our own structures to promote and ensure the growth of the members of the Foundation staff.

Commitment refers to the degree of identification and sense of belonging from our Foundation's community of collaborators. We measure it based on two Indicators: Diversity and Engagement. The integrated score of the Commitment indicator is 80.5%, a decrease of 1.8 percentage points compared to 2021 and of 3.9 points compared to 2020. The close work of Human Talent with each of the departments that make up the Foundation will be essential to correct this trend.

In 2022, The Anglo Foundation's staff structure is very different from what it was at the beginning of 2020.

Diversity

With respect to diversity, we seek gender parity in our management and senior management positions. We are convinced that the parity promoted in the top positions reflects the institution's commitment to generating an equitable community of collaborators and will also lead to a multiplier effect at the base of the organisation chart.

Our main area of opportunity continues to be in senior management positions. The team consists of 14.3% female managers compared to the 50% we aspire to. In 2022, a new position will be created in this area. However, currently only one out of seven posts is occupied by a woman. In contrast, in the area director and management segment, we grew in terms of the number of positions held by women. Our director positions include 70.6% women, which shows substantial growth compared to 2021, when the percentage was 60%.

Finally, in management positions, growth is also observed compared to the previous year: the score went from 54.8% to 60% of women. The trends that we see in these last segments is in line with the educational and cultural sector of Mexico.

The rating of this Indicator is 78.6%, which represents a decrease of 1.4 percentage points compared to the 80% we obtained in 2020 and 2021. Although new management and director posts have been created, where we had reached the goal of parity, since 2020, our rating has decreased because the senior management segment still represents an area of opportunity in which we will continue to work.

70.6%

women in
director positions

60%

women in
management positions





81.2%
employee engagement

**We obtained an excellent score
of 3.9 points in our Internal
Service Quality Indicator**

Engagement

The changes that the Foundation experienced from 2020 to 2022 influenced the score of this Indicator. We observe a downward trend in the three years of measurement we have achieved so far. Eleven of the seventeen dimensions that we measured through a survey answered by 90% of the collaborators (470 people) decreased in favourability level, while three of them are neutral, and three more increased their score.

The three dimensions that decreased the most in rating were Values, Resources, and Work Tools, and Clear Leadership and Certainty of Direction. On the other hand, the three dimensions that increased in favourability were Quality of Life, Commitment, and Payment and Benefits. We are at 81.2% of the goal we aspire to, which is 85% favourability, and we will continue working to achieve it.

PERFORMANCE

The most solid Indicator that we have developed to measure performance is the Internal Service Quality that we began to measure in 2020. Our purpose is to identify how transversal and effective the collaboration between areas is, in such a way that the service to our communities of beneficiaries is favoured. In 2022, four academic units and twelve support areas participated. As a result, we maintained the 2021 rating, that is, 86.7% of the goal we aspired to, that is, 3.9 out of 4.5 points, which represents the level of excellence in this Indicator.

The second Indicator we will measure is Leader Effectiveness. We will continue defining the measurement parameters next year to begin measuring in 2024.

Internal Service Quality

Based on the score obtained in the Internal Service Survey, the main opportunity for improvement in our Support areas is the time it takes to offer solutions and recommendations to our Academic Units, while the support areas consider that the main possibility for improvement is in the ability of the Academic Units to request solutions with realistic deadlines and scope.

We will continue working to relate survey results with improvement in the quality of the services we offer, as well as with strategic planning. Obtaining the same result as in 2021 shows us that there is still room for improvement.

DEVELOPMENT

The Indicator that measures development is Career Progression, which accounts for the percentage of management and senior management positions occupied by our internal staff.

In 2022 we obtained a 77% rating versus the goal we set, that is, that 80% of the positions that are open for applications or created are filled by internal staff of The Anglo Foundation. We observed a growth of 0.7 percentage points compared to 2020 and 2021 when the Foundation defined a renewed organisational structure at the executive level. The new structure will continue to develop, and we will be able to have a better grasp of its effectiveness in the medium term, a future executive succession cycle has been defined.

77%
of positions opened
or created are occupied by
The Anglo Foundation staff

Career Progression

At the three levels that we measure: managers, directors, and senior management, we have promoted the generation of internal executive talent. At the senior management level, the score increased in 2022. We went from a percentage of 33% of positions occupied by internal staff in 2021 to 42.9% with the promotion to Chief Officer of an employee who already belonged to the Foundation.

In the directors' segment, we also observed growth in 2022, going from 69% of director positions occupied by internal personnel in 2021 to 70.6%, which meant that 12 of the 17 directors were internally promoted. In the managers segment, 8 new positions were appointed that were occupied by personnel who grew and developed their talent within the Foundation. In total, 62% of management positions were occupied by internal staff, a decrease of five percentage points compared to 2021 (67%).

70.6%
of director positions
are occupied by
internal staff

Digital International Certifications

The Anglo Assessment established a Computer Centre on the premises of The Anglo Academy in Antonio Caso.

“We are one of the best computer labs for taking English certifications in this country and the only one with the ability to provide examinations candidates with special visual or hearing needs”.

Diana Ruiz
Compliance and Delivery Manager
The Anglo Assessment

With the construction of this centre, we strengthen loyalty and increase satisfaction of the schools and students who benefit from our professionalism, the reliable results of the certifications we offer and the personalised attention we give candidates.

The Anglo Foundation is an unparalleled partner for Cambridge English, and our alliance helps us reach more people who aim to certify their level of English. Our Computer Centre expanded our previous capacity to attend candidates with a 40% increase in sales of certifications such as Cambridge English: Advanced (CAE), Cambridge English: Proficiency (CPE) and First Certificate in English in print and digital format. In addition to Cambridge, other certification from Michigan and Linguaskill are offered and can be taken online, covering the wide range of certification needs of our students.

IOS COLLABORATORS

82.1%

RESULTS
INTEGRATED IOS

	GOAL	RESULT	QUALIFICATION
COMMITMENT			
Gender Diversity			
Ratio of female vs male employees			
	gender parity		
Senior-Management	50/50	14.3%	
Directors	50/50	70.6%	78.6%
Managers	50/50	60%	
Engagement			
Survey Score	85%	69%	81.2%
PERFORMANCE			
International Service Quality			
International Service Survey score	4.5 pts	3.9 pts	86.7%
DEVELOPMENT			
Career Progression			
% internal executive talent			
Senior-Management	80%	42.9%	
Directors	80%	70.6%	77%
Managers	80%	62%	



IOS CULTURAL
EXCHANGE

CULTURAL EXCHANGE



THE ANGLO ARTS & CULTURE PRIORITISED ESTABLISHING AND STRENGTHENING INSTITUTIONAL ALLIANCES THAT CONTRIBUTE TO ITS MISSION: PROMOTING CULTURAL TIES BETWEEN MEXICO AND THE UNITED KINGDOM. THE ANGLO ARTS & CULTURE ENCOURAGES ACCESS TO THE CULTURE OF BOTH NATIONS. FURTHERMORE, IT SEEKS TO IMPACT BOTH THE CAREERS OF THE ARTISTS WHO BENEFIT FROM THE SCHOLARSHIPS IT OFFERS, AND THE COMMUNITIES IT SERVES.



In 2022, we carried out cultural projects to promote artistic creation in a year of financial recovery for The Anglo Foundation.

We set up alliances to carry out professional residencies for students from the British universities of Leeds and Oxford, offering British students a chance to work in Mexico and generate cultural management links between both countries.

The Anglo Arts & Culture held activities for the TAF community as well as for external audiences. One of these events was The Anglo Library's Book Giveaway, which offered cultural activities and books in English to the community of the San Rafael neighbourhood in exchange for a small contribution, which was reinvested in the renovation of the Library catalogue.

The Anglo Arts Centre hosted the II International Meeting of Extraordinary Chairs in collaboration with the academic unit of the UNAM Cultural Diffusion Coordination; the Good Pitch México Workshop, in collaboration with DocsMx; and partnered with the Festival Internacional Cervantino to stream some of the best events of the this year's edition in *Más Allá de Guanajuato*.

Thanks to a significant number of allies who helped enhance the cultural mission of the Foundation, The Anglo Arts & Culture continues to offer cultural programming that generates value in line with our mission.

Among the artistic activities, it is worth mentioning:

- Earthquake Mass Re-Imagined exhibition, by British artist Kathy Hinde.
- The Shakespeare Competition celebrated its twentieth anniversary with the participation of students from high schools from Puebla, Querétaro, Nuevo León, Mexico City and the State of Mexico. The winner was granted a scholarship for the summer programme at the British American Drama Academy (BADA) in the UK.
- The Anglo-ESU Public Speaking Competition held its second event with participants from Veracruz, Puebla, Tamaulipas, Mexico City and the State of Mexico.
- Face-to-face workshops of the International Dramaturgy Programme in collaboration with the Royal Court Theatre, Teatro UNAM and the Ingmar Bergman Chair in Theatre and Cinema at UNAM, with the participation of emerging playwrights from Oaxaca, Nuevo León, San Luis Potosí, Guanajuato, State of Mexico, Querétaro, Sinaloa, and Mexico City.
- Presentation of the English baritone Lawrence White in alliance with the Guanajuato Cultural Forum.





IOS BRAND VALUE

BRAND

VALUE



THE ANGLO FOUNDATION'S SOCIAL IMPACT MODEL IS THE RESULT OF OUR EDUCATIONAL AND CULTURAL WORK, THE INVESTMENT THAT ENSURES THE GREATEST SOCIAL RETURN AND HOW THIS STRENGTHENS THE PRESTIGE OF OUR BRAND.



Our Brand Value Indicator measures the loyalty of our customers and the satisfaction they experience with our services

Since 2021 we have surveyed our students, allied schools, and parents about their experiences when acquiring educational services, to have serious and systematic feedback that allows us to measure the fulfilment of our mission and the expectations of the communities we serve.

The Brand Value Indicator measures the loyalty of our customers based on the global Net Promoter Score (NPS) standard; the satisfaction of our clients from the experiences they have when acquiring our services, known as Customer Experience (CX) and the retention of our individual and institutional clients.

The results we present reflect the 2022-2023 school year in the four academic units that participated: The Anglo Assessment, The Anglo Academy, The Anglo Professional and The Anglo Churchill School & College.

In the experiences of our individual clients (students and parents) and institutional clients (schools), we have found relevant opportunities to improve their experience with us. The Anglo Assessment continues to be evaluated with the highest ratings although there are areas for improvement.

The Anglo Academy needs to reactivate the commitment of its face-to-face students and work on the infrastructure and services to expand the variety of schedules and improve the volume of students per group. At The Anglo Churchill School & College, a climate of uncertainty was experienced during 2022 due to the turnover of teachers, mainly international.

The Indicator's rating is 72.1% with respect to the goal of 100% to which we aspire. In the NPS, the academic units reflect a drop in their rating, also caused by the challenges of readapting to face-to-face and virtual school routines.

Our objective for 2025 will be to improve the qualifications and improve them through a comprehensive approach: adjustments in the operation and customer service model, improvement in the recruitment and selection processes, strengthening the school-family cooperation, and the methodology for resolving conflicts at school, effective communication, and close monitoring of our institutional clients

72.1%
score in the
Brand Value
Indicator

BUSINESS TO BUSINESS (B2B) EXPERIENCE)

The Anglo Assessment

The Anglo Assessment is our academic unit focused on English language certification services offered to schools throughout the country and in Central America. The schools it serves represent 93% of The Anglo Foundation's active 2022 institutional clients. We measure, through a survey, the recommendation (NPS) of these institutional clients and their experience (CX) when acquiring our educational services. We scored 80 points on the NPS score; which is 9 points above the educational sector benchmark which stands at 71 points, therefore, our rating on this KPI is 100%. In 2021 our score was 92. There are opportunities for improvement which explain the reduction in the score from one year to another, for example, continuing to work closely with all our clients.

The score on the Comprehensive Customer Experience (CX) Indicator remained stable: 4.54 points, while in 2021 we obtained 4.64. The benchmark of the educational sector is 4.76 points, which represents the goal we aspire to reach. Our score on this KPI is 95.4%. The schools that acquire our services recognize our ability to deliver, service attitude, knowledge, and experience of the work team. The main area of opportunity is in strengthening long-term relationships with customers and communicating our product portfolio more widely.

The Anglo Assessment obtained 80 points at the NPS score, that is, 9 points above the educational sector benchmark, which stands at 71 points

Retention of our institutional clients

**The Anglo Academy
The Anglo Assessment
The Anglo Professional**

Starting in 2022, we begin measuring the retention of our institutional clients. This indicator was measured considering the clients served during 2022 who have a relationship with The Anglo Foundation since 2021. In the case of The Anglo Academy, where an area focussing on institutional care is being consolidated, 52% of Institutional clients from the immediate previous year remained active in 2022. The goal is to achieve 60% client retention. The business sector that represents the largest number of clients for this academic unit is manufacturing, followed by technology and other services and, in third place, the consumer and financial sector. We will continue to consolidate the strategy of attracting and retaining institutional clients, which has benefitted from the change in our operating model, which can offer face-to-face and distance learning classes in closed groups and open to the public.





94.3%

score obtained in the
Institutional Client
Retention Indicator

In The Anglo Professional, 94% of the schools served in 2021 (32 out of 34) continued with us in 2022. Growth in the number of institutional clients will allow us to reach our expected goal of 95%.

In The Anglo Assessment, 73.8% of the schools attended in 2021 remained in 2022 and the percentage we aspire to reach is 76%. In 2019, the volume of schools to which the academic unit provided some service was 1,289. In the following two years, faced with the pandemic, the number of institutional clients decreased significantly. The year 2022 represented a significant recovery of clients, as the number increased by 26% compared to 2021. The recovery is expected to continue and be driven by the dissemination of the portfolio of services and the prestige of allied brands such as Cambridge, Michigan and IELTS.

In conclusion, this institutional client retention indicator received a rating of 94.3%. Our purpose is to consolidate the relationship with a network of institutional clients from different productive sectors, in such a way that we strengthen our presence at the national level and consolidate coordinated strategies to promote compliance with their corporate social responsibility. In this way, The Anglo Foundation fulfils its founding purpose: transforming people's lives, building bridges, trust, and connecting cultures.

**Our purpose is to consolidate
institual relationships with
a network of clients from
different productive sectors**

BUSINESS TO CONSUMER (B2C) EXPERIENCE

The Anglo Academy

In The Anglo Academy, we identified an area of opportunity in improving the monitoring and contact we have with our students, expanding the availability of schedules and groups, and applying adjustments to our online system. The percentage of promoters fell from 61% to 50%, from which we obtained a rating of 22 points in the Net Promoter Score (NPS), a significant drop compared to the rating we obtained in 2021 (45 points). Our goal is 71 points in line with the educational sector benchmark.

The most significant impact on the experience score of our students when acquiring educational services from The Anglo Academy was observed in the items related to the personalisation of the educational experience. This represents an area of opportunity for the operation, mainly regarding the aspects of infrastructure and services. The rating in this Customer Experience KPI went from 4.0 points in 2021 to 3.73 in 2022. Our goal is to reach 4.76 points in line with the educational sector benchmark.

The Anglo Churchill School & College

For the second consecutive year we measured eleven dimensions related to the educational service that our families receive. The study plan and the international programmes that are part of the curriculum are highly valued by families; however, issues of management of personnel, infrastructure, and services, as well as communication offer opportunities for improvement. After two years of the pandemic, limitations in some areas of personal development were exacerbated. This represented a challenge in terms of inclusion and socialisation among students, issues that are not specific to any school but have affected the entire education sector in the country.

In addition, another consequence of the pandemic was an increase in teacher turnover, mainly of international staff. This is the reason in 2022 the rating in the Net Promoter Score dropped from 55 to 19 points out of the 71 that correspond to the educational sector benchmark. In this KPI, the greatest opportunities for improvement that were identified in primary and secondary school and are already being addressed as a priority.

In the case of the experience of families, there was an impact in 2022 in the construction of effective communication and interaction with families as the main areas of opportunity. The rating was 3.74 points compared to the 4.76 we aimed at as a goal established by the educational sector benchmark.

78.4%

score obtained in
the Comprehensive
Customer Experience
Indicator

81.8%

of pre-first graduates
at The Anglo Churchill
School & College
remained throughout
the entirety of the
educational stage

94.2%

of the students who
graduated from the third
year of College completed
the three years of this
educational stage

98.1%

score obtained for the
Individual Customer
Retention Indicator

In conclusion, the result of the B2C Customer Recommendation Indicator that considers the ratings obtained by The Anglo Academy and The Anglo Churchill School & College is 29.7% compared to the goal of 71 points to which we aspire. In the Comprehensive Individual Customer Experience our score is 78.4% with respect to the goal of 4.76 points. The areas of opportunity have been clearly identified and we are working hard to reverse the effects of the impact of the Covid pandemic on the experience and quality we offer to our community.

This year we began measuring retention in our individual clients at The Anglo Churchill School & College, analysing the last five generations of graduates (2017-2022) of the final years of the four educational blocks. We measured how many of the pre-first graduates attended the four years of pre-school (kinder 1, kindergarten 2, kindergarten 3 and pre-first), and we found that in July 2022, at the close of the school year, 81.8% of the students remained throughout this educational stage, meaning we met 100% the retention goal of 81% that we aspired to in preschool.

For the primary block, 74% of the 6th grade graduates of the 2021-2022 generation completed the six years of primary education at Churchill. Our goal is to reach 80%. In the secondary block, 93.2% of the students who graduated from third year in July 2022 completed all three years at Churchill. The goal we set was 93%, with which we have met 100% in the 2021-2022 school year.

Finally, in College, 94.2% of the students who graduated from the third year in the 2021-2022 school year completed the three years of the educational stage. Given the figures from the previous five years, our goal by 2025 is to ensure that 84% of graduates remain with us for three years. In total, the individual Customer Retention Indicator has a rating of 98.1%. Measurement in the coming years will include students from The Anglo Academy and The Anglo Professional, to obtain comprehensive feedback from our students.

In future measurements of the Brand Value Indicator, we will focus on extending the scope of our surveys in such a way that we increase the number of responses year on year, ensuring continuous improvement in the service to our community.

IOS BRAND VALUE

72.1%

RESULTS
INTEGRATED IOS

GOAL RESULT QUALIFICATION

B2B EXPERIENCE
Recommendation
Net Promoter Score
The Anglo Assessment

71 pts 80 pts 100%

Integrated Customer Experience
Customer Experience Survey
The Anglo Assessment

4.76 pts 4.54 pts 96%

Institutional Customer Retention

The Anglo Academy
The Anglo Professional
The Anglo Assessment

60% 52.2%
95% 94.1% 94.3%
76% 73.8%

B2C EXPERIENCE
Recommendation

Net Promoter Score
The Anglo Academy
The Anglo Churchill School & College

71 pts 22 pts
71 pts 19 pts 29.7%

Integrated Customer Experience
Customer Experience Survey

The Anglo Academy
The Anglo Churchill School & College

4.76 pts 3.73 pts
4.76 pts 3.74 pts 78.4%

B2C RETENTION

Individual Customer Retention
Preschool
Primary
Secondary
College

81% 81.8%
80% 74% 98.1%
93% 93.2%
84% 94.2%

Graduates from the Postgraduate Certificate in Education

The Postgraduate Certificate in Education (PGCE), provided by The Anglo Professional is an educational programme that has had very positive impact on teacher education in Mexico for more than ten years.

“The PGCE opens doors for any teacher in any educational context and also helps them obtain teaching positions in international schools. In short, we take teachers out of their comfort zones and help them obtain the critical thinking necessary to excel in their profession”.

Ligia Zecua
Head of International Programmes and Studies

The PGCE is an integral part of The Anglo Professional and The Anglo Foundation, offering teacher training programmes, a teaching degree, and international programmes. This qualification gives graduates a dual qualification with the SEP (Secretaría de Educación Pública) and the University of Buckingham.

In 2022 we three cohorts of students graduated who can now contribute to the transformation of the country's educational institutions. In this way, they support one of the most important aims of The Anglo Foundation: to train exceptional teachers, committed to guiding their students towards personal and professional success. The PGCE is one of the most impactful programmes of The Anglo Foundation. We aim to expand it in Mexico and take its quality to other states in order to help train a greater number of teachers.

The Anglo Foundation Strengthening networks with our social impact allies

Although our Foundation's advocacy model is focused on education and culture, the different communities that have formed around our educational efforts are driven by a philanthropic spirit. In 2022, our students and their families at The Anglo Churchill School & College, as well as our team of collaborators, supported social initiatives that contributed to extending social impact through alliances built with other civil society organizations. The generation of these links is, without a doubt, part of what makes us stronger as a Foundation and as a community.



FOOD BASKETS FOR SECURITY, MAINTENANCE, AND CLEANING STAFF

The community of Churchill families provided the supplies to prepare Christmas food baskets as an end-of-year gift for the security, maintenance, and cleaning staff of our school. The *Convivencia sana* and *Comunidad y servicio* committees coordinated the logistics. This initiative has been continued for six years at our school and we will continue to promote it to strengthen the sense of community that unites us.



FUNDACIÓN FRATERNIDAD SIN FRONTERAS I.A.P.

In 2022, our students from The Anglo Churchill School & College visited the residents of *Fraternidad sin Fronteras* to carry out recreational and sports activities. Our school offered the students the opportunity to sponsor residents, where each group, from pre-school to high school, sponsored two residents of the Foundation. In December, a fundraiser was organized among the Churchill community promoted by two groups: Community and Service, made up of teachers from our school, and the *Convivencia sana* committee, composed of the families in our community. We raised \$56,000 pesos to buy holiday gifts for the 70 residents of the Foundation.



FUNDACIÓN DE CÁNCER DE MAMA A.C. (FUCAM)

In 2022 a fundraising campaign was organized by a group of mothers of the Churchill community, to support the Breast Cancer Foundation (FUCAM). In return, FUCAM donated 50 diagnostic screenings for domestic workers and support staff of the Churchill families. A mobile laboratory was installed at The Churchill School and specialised staff carried out the screenings. Since then, the support from our community has continued: in addition to this fundraising was possibility for FUCAM to participate in the Churchill Art Fair and make its mission known to more students and families.



FUNDACIÓN ANTES DE PARTIR A.C.

Staff of The Anglo Foundation participated in the fundraising campaign in favour of the Fundación Antes de Partir A.C. The amount raised was doubled by The Anglo Foundation to support the cause of Antes de Partir: improving the living conditions of girls, boys and adolescents who are in a situation of extreme vulnerability and terminal cancer.

The Anglo Foundation is part of the non-profit sector, which is key in the development of the country and on a global level. Non-profit organizations have a special understanding of local problems and needs, fundamental to achieving the objective of generating a better, inclusive, and equitable environment.

Thank you

We want to thank our public and private, national, and international partners. Thanks to our students, graduates, and their families for their trust. We appreciate the dedication of our collaborators that support our community day after day, as well as the commitment of the artists who carry the name of our Foundation beyond our country.

To each and every one, thank you for your collaboration and trust throughout these first 80 years of The Anglo Foundation. Your contributions are instrumental in building the results that we share today.

MOVING FORWARD

This year, we took an important leap by including two of our core communities in our measurements: students and teachers. We will continue to implement our Social Impact Model to cover all segments of our Foundation, as well as our four academic units.

We strengthen our educational and cultural services through the modernisation of our digital architecture. In this way we improve our capacity to respond to the needs of our communities and move closer to concluding the implementation of our Indicators.

One of our priorities is the expansion of the portfolio of our Key Programmes and Scholarships. We aim to form a solid network of current and former scholarship beneficiaries. Measuring and reporting our Social Impact will continue guiding us that ensure the greatest social return on our investment and the transformation of the communities we serve.

For eight decades,
**The Anglo
Foundation** has
offered quality and
excellence to its
communities.

Our collaborators, teachers and students are the main protagonists of this story. Their work is the key element that shapes our identity and consolidates our future strategy.

Our commitment focuses on building a better society and bringing culture and education to an increasingly broad and diverse community. We have a strong commitment to transparency, which guides us towards educating people who will contribute to the growth that our country requires.



IOS FINANCIAL PERFORMANCE

General Indicator	Concept	Weigh-in	KPI	Investment MP	Base	Qualification	Goal	Result	Integrated IOS
Instruments	Social Responsibility	15%	Investment VS Income	\$7.64	\$431.76	1.77%	2.34%	75.66%	41.6%
	Educational Incentives	5%	Investment VS Income	\$34.52	\$431.76	7.99%	7.69%	96.04%	
	Academic Training	12%	Investment VS Payroll	\$1.99	\$257.64	0.77%	1.64%	47.09%	
	Employee Benefits	8%	Investment VS Payroll	\$5.33	\$257.64	2.07%	3.04%	68.09%	
Key Programmes and Scholarships	Key Programmes and Scholarships	35%	Investment VS Operational costs	\$3.96	\$221.26	1.79%	4.82%	37.15%	
Art, Culture and Library	Arte, Culture and Library	25%	Investment VS Operational costs	\$0.18	\$221.26	0.08%	1.48%	5.55%	
		100%							



IOS STUDENTS

General Indicator	GI Weigh-in	Concept	KPI	KPI Weigh-in	Educational Stage	Weigh-in	Qualification	Goal	Compliance	KPI Result	GI Result	Integrated IOS
Degree Completion	70%	Student Progression in Education Stage	% of students advancing in educational stage	50%	Preschool to Primary	25%	97.1%	98%	99.1%	94.7%	91.9%	92.1%
					Primary to Secondary	30%	87.5%	90%	97.2%			
					Secondary to College	45%	58%	64%	90.6%			
		Achievement of English Language Goal	% of students that complete MCER B2 level	50%	MCER B2	100%	53.4%	60%	89%	89%		
International Programmes	30%	IB Diploma	% of students who obtain the IB Diploma	70%	College	100%	69.2%	75%	92.3%	92.3%	92.6%	
		International Cambridge Programme	% Of students with IGCSE scores of A*, A, B y C	30%	College	100%	66.4%	71%	93.5%	93.5%		



IOS TEACHERS

General Indicator	IG Weigh-in	Concept	KPI	KPI Weigh-in	BU	BU Weigh-in	Programme	Weigh-in	Qualification	Goal	Compliance (per BU)	KPI Result	IG Result	Integrated IOS
Suitability of the faculty membership	60%	Ideal Teacher Profile	% ideal profile compliance	40%	The Anglo Academy	40%			38.6%	65%	59.3%	81.7%	90.3%	93.3%
					The Anglo Churchill School & College	35%		88%	92%	95.7%				
					The Anglo Professional	25%	LEAI	33%	90.4%	92%	98.3%			
							Training	33%	91.3%	93%	98.2%			
		Continuity	% permanence	20%	The Anglo Academy	70%		63.9%	70%	91.3%	93.4%			
					The Anglo Professional	30%		63.9%	65%	98.3%				
					The Anglo Professional	45%		10.8%	10%	100%				
		Professor Origin	% international teachers	20%	The Anglo Churchill School & College	55%		46.7%	50%	93.4%	96.4%			
		Teaching and technical skills		# of classroom hours per cycle	20%	The Anglo Professional	100%			68.7%	70%	98.1%		
Teaching effectiveness	40%	Habilidades técnico-pedagógicas	QAP Score	100%	The Anglo Professional	100%	Initial	16.7%	2.34	2.35	99.6%	97.8%	97.8%	
							Initial +	16.7%	2.34	2.35	99.7%			
							Competent	16.7%	2.42	2.45	98.8%			
							Competent +	16.7%	2.42	2.45	98.9%			
							Proficient	16.7%	2.61	2.6	100%			
							Master	16.7%	2.34	2.6	90%			

100%



IOS KEY PROGRAMMES AND SCHOLARSHIPS

General Indicator	GI Weigh-in	Concept	KPI	KPI Wiegh-in	Modality	Qualification	Goal	Compliance (per Modality)	KPI Result	IG Result	Integrated IOS
Scope	38%	Coverage	Outreach (Direct Beneficiaries)	57%	Language students	91%	100%	91%	81.3%	81.3%	
					Formal education students	93.5%	100%	93.5%			
					Teachers	22.2%	100%	22.2%			
					Artists in training	100%	100%	100%			
					Professional artists	100%	100%	100%			
	Outreach	43%	Outreach (Indirect Beneficiaries)	Language students	91%	100%	91%	81.3%	81.3%		
				Formal education students	93.5%	100%	93.5%				
				Teachers	22.2%	100%	22.2%				
				Artists in training	100%	100%	100%				
				Professional artists	100%	100%	100%				
Relevance	55%	Degree Completion Rate	% terminal efficiency	57%	Language students	100%	100%	100%	100%	96.4%	
					Formal education students	100%	100%	100%			
					Teachers	100%	100%	100%			
					Artists in training	100%	100%	100%			
					Professional artists	100%	100%	100%			
	Experience Satisfaction	43%	Satisfaction	Language students	84%	100%	84%	91.6%	91.6%		
				Formal education students	84%	100%	84%				
				Teachers	90%	100%	90%				
				Artists in training	100%	100%	100%				
				Professional artists	100%	100%	100%				
Medium and Long-term productivity	7%	Performance	Artwork production	60%	Professional artists	70%	100%	70%	82%		
		Trajectory	Media outreach	40%	Professional artists	100%	100%	100%			



IOS COLLABORATORS

General Indicator	IG Weigh-in	Concept	KPI	Adjusted KPI Weigh-in	Level	Level Weigh-in	Qualification	Goal	Compliance (per Level)	Resultado KPI	IG Result	Integrated IOS
Commitment	35%	Gender Diversity	Ratio of female VS male employees	25%	Senior-Management	30%	14.3%	50%	28.6%	78.6%	80.5%	
					Directors	40%	70.6%	50%	100%			
					Management	30%	60%	50%	100%			
					Engagement	Survey score	75%	All	NA	69%		
Performance	40%	International Service Quality	Internal Service Survey Score	100%	All	NA	3.9	4.5	NA	86.7%	86.7%	82.1%
Development	25%	Career Progression	% internal executive talent	100%	Senior-Management	20%	42.9%	80%	53.63%	77%	77%	
					Directors	40%	70.6%	80%	88.25%			
					Management	40%	62%	80%	77.5%			
	100%											



IOS BRAND VALUE

General Indicator	GI Weigh-in	Concept	KPI	KPI Weigh-in	BU	Weigh-in	Qualification	Goal	Compliance (per BU)	KPI Result	IG Result	Integrated IOS
B2B Experience	30%	CX Recommendation	NPS	45%	The Anglo Assessment	100%	80	71	100%	100%	97.1%	
		EX Integrated Customer Experience	CX Survey	25%	The Anglo Assessment	100%	4.54	4.76	95.4%	95.4%		
		Customer Retention	% institutional customer retention	30%	The Anglo Academy	30%	52.2%	60%	87%			
					The Anglo Professional	10%	94.1%	95%	99.1%	94.3%		
					The Anglo Assessment	60%	73.8%	76%	97.1%			
B2C Experience	70%	CX Recommendation	NPS	45%	The Anglo Academy	70%	22	71	31%	29.7%	61.4%	72.1%
		EX Integrated Client Experience	SX Survey	30%	The Anglo Churchill School & College	30%	19	71	26.8%			
					The Anglo Academy	70%	3.73	4.76	78.4%	78.4%		
		Client Retention	% TCS&C customer retention	25%	The Anglo Churchill School & College	25%	81.8%	81%	100%	98.2%		
					Preschool	25%	74%	80%	92.5%			
Primary	25%				93.2%	93%	100%					
College	25%	94.2%	84%	100%								
100%												

GENERAL ASSOCIATES ASSEMBLY

Ignacio Aguilar Álvarez
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BOARD

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Christopher Stephens
Ignacio Aguilar Álvarez
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EXECUTIVE MANAGEMENT TEAM

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Chief Executive Officer
Simon Hedley Brewster
Chief Academic Officer
Niall Lloyd
Chief Commercial & Development Officer
Jimena Lara Estrada
Chief Culture & Social Impact Officer
Efraín Salinas Arciniega
Chief Financial Officer
Eduardo Palazuelos Zaragoza
Chief Compliance & Legal Officer
Armando Arenas
Chief Talent Officer
Juan Manuel Zenil Salgado
Chief Technology Officer
Paulina Treviño Prado
Director of Marketing
María del Carmen González Vera
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Julia Anne Billingham
Director The Anglo Professional
Ileana Franco Urquidi
Director The Anglo Assessment
María Teresa Guevara Guzmán
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