



Mission and Overview

YouthBuild México (YBM) is YouthBuild International's implementing partner in México. Founded in 2013, YBM encourages the social, educational, and economic inclusion of young people affected by violence and social inequality while strengthening their resilience and livelihood and leadership skills. YBM envisions a world where youth can access diverse opportunities to build their own pathways while exercising their rights as citizens. As the national intermediary for YouthBuild in México, YBM advocates for public policies that best support opportunity youth and provides technical assistance and training to partner institutions, including Jóvenes Constructores de la Comunidad, A.C. and Servicios a la Juventud, A.C., that work directly with youth.

The YBM direct service work with young people was initially financed in part by a Global Development Alliance contract with USAID. USAID funded the first three years of this Alliance, then extended their support to six years, for a total of \$6.2 million of investment. YBI, YBM, and partner leveraged this investment to raise an additional \$4.9 million to support the program. YBM and its implementing partners, with extensive technical assistance from YBI, adapted the YouthBuild program to the Mexican context, and from 2013 to 2015, piloted YouthBuild programs in community-based Youth Centers in the states of Baja California and Nuevo León, and later expanded to the State of Mexico.

The JcR program included three levels of prevention: a primary prevention component, focused on preventing youth from dropping out from school; a secondary prevention component for out-of-school and at-risk youth; and a tertiary prevention program for youth in conflict with the law.

In partnership with YBI, and modeled on YouthBuild high schools in the U.S., YBM also designed and successfully piloted alternative high schools that serve young people (ages 18-25) who have not completed their high school education and who, due to their age, can no longer access traditional schools.

Additionally, USAID funded YBM's technical assistance to the federal violence prevention program Glorias del Deporte. Fútbol Escuela de Vida (FEV). The FEV program invested over \$8 million from the municipal governments to serve 15,000 youth across the 32 states in the country.

During its first six years, YBM built a network of 22 private sector stakeholders, more than 20 civil society organizations, eleven universities, and municipal, state, and federal government agencies. After the end of USAID's support, YBI supported YBM's process to

become an independent organization with a strong Board of Directors and diversified sources of funding. As of 2019, YBM had established partnerships with 11 national and international donors and its network of private sector partners included 63 companies.

Scope and Scale

The YouthBuild program in México, known as Jóvenes con Rumbo (JcR), operates in six states - Baja California, Nuevo León, State of Mexico, Guanajuato, Chihuahua and in Mexico City – and has served nearly 16,500 young people to date in local communities. Of this total, 5,000 youth have participated in an intensive and comprehensive employability program. The success of the JcR program is driven by strategic partnerships with private and public sector stakeholders as well as with community leaders and officials at all levels of government.

- **Community-based Youth Centers**

The Youth Centers provide employment training and educational opportunities for youth ages 18-25 living in communities impacted by violence, who have left school, and who are without work. JcR has seven program locations in the cities of Monterrey, Tijuana, México City, and Ecatepec. The Youth Centers engage youth six hours a day, five days a week, in an eight-month program.

- **Alternative High Schools**

The program is 18 months and enables young people to acquire a high school certificate as well as two vocational training credentials. Staff provide support to help place graduates in employment opportunities and in continuing education and training. After the first successful pilot program, YBM has scaled the program, and its partners – Fundación León, Autogestión y Educación Comunitaria and Centro de Asesoría y Promoción Juvenil - now manage three high schools that serve youth in the cities of León and Ciudad Juárez.

- **Social reinsertion**

The JcR program has facilitated the social reintegration of over 750 youth in conflict with the law. The social reinsertion program has been implemented in juvenile detention centers in Nuevo Leon, Baja California, and the State of Mexico. Additionally, the program has been recognized as an alternative sentencing measure for youth in conflict with the law who are serving non-custodial sentences or who are on probation.

Innovations

Jóvenes con Rumbo Preparatoria: Drawing from YouthBuild's experience in the U.S., YouthBuild Mexico created the first **employment-oriented high school in Mexico for disadvantaged youth**, leading to positive, systemic change in the national education system.

Synergies for Youth: YBM created a diversified **corporate partnership program for youth employment** that engages a wide network of private sector partners in mentorships for youth, internships, job opportunities, service days in local communities, and visits to corporate offices.

Impact

YBM has impacted over 16,000 youth in Mexico through its JcR program, out of which 5,000 have participated in an intensive and integral employability program that engages them six hours a day, five days a week for a period of six to 15 months.

On average, 82% of JcR youth graduate from the program, 70% are placed into work and/or education opportunities, and 70% resume their studies to acquire elementary or secondary degrees.

The JcR youth centers were evaluated in 2017-2018 with outstanding results. The RCT study found that JcR youth's personal and social skills increased by 36.3% in comparison with the control group; consistency in interest and effort perseverance increased by 4.9%; and the Self-Efficacy for Alternatives to Aggression had a significant positive effect of 7.4%.

The evaluation also included an employability analysis, which compared JcR graduates to young people with similar profiles identified in the National Employment and Occupation Survey (ENOE). The findings were very positive: 81% of JcR participants had some kind of occupation (work or study) when they concluded the program versus 38.8% of ENOE young people interviewed in the same period.

Additionally, almost 80% of JcR graduates were in formal jobs, compared with only 10% of youth represented in ENOE. Salaries of JcR youth were 45.8% higher. Of the 320 youth enrolled in the JcR high schools to date, 80% have completed the program and earned their high school certification. Staff helped to place 77% of the graduates, with 65% of them securing jobs, 7% pursuing self-employment, and 5% continuing their education.

Key Partners

The Prudential Foundation, Nacional Monte de Piedad, Citibanamex, Fundación Gentera, Promotora Social México, Fundación SM, Scotiabank, Río Arronte, Citi Foundation, the United States Agency for International Development (USAID), among others.

Links

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