

**BBVA Bancomer directors start a 10-state tour this week**

## **BBVA Bancomer increases the number of *Por los que se quedan* [For those left behind] scholarships to 10,600 for the 2008-2009 academic year**

- The beneficiaries are the sons and daughters of people who have left the country and who are from one of the 78 municipalities in the 10 states of the Mexican Republic with the highest rate of emigration
- The directors will be met by the key authorities of the state government, along with the young grant holders
- The tour will be led by Ignacio Deschamps, the General Manager at BBVA Bancomer, and Luis Robles Miaja, Deputy Chairman of the BBVA Bancomer Board of Directors
- The young grant holders will receive 1,000 pesos a month (around €67) for three years to allow them to complete secondary education
- In the states of Michoacán, Guanajuato and Zacatecas, the first generation of *Por los que se quedan* scholarship holders will be graduating from secondary school during this academic year

**BBVA Bancomer increases the number of *Por los que se quedan* Integration Programme scholarships to 10,600, which will help students, the children of emigrants, to study at secondary level during the 2008-2009 academic year.**



Bank directors, led by Ignacio Deschamps, General Manager at BBVA Bancomer, and Luis Robles Miaja, Deputy Chairman of the Board of Directors, will start a tour of 10 Mexican states this week. During the tour, they will award the grants personally to the most outstanding students, from the 78 towns with the greatest emigration rate in the country.

The *Por los que se quedan* Programme seeks to help students with a good academic record, but who are in danger of not continuing studying due to the impact of emigration. They will therefore receive 1,000 pesos (€66.8) a month for three years and the support of the Bancomer regional managers, who will become the young people's *godparents* to help them with their studies.

In each state, the event will be attended by the Governor, the top figures from the educational sector and the young scholarship holders. The *Por los que se quedan* Integration Programme covers the following states: the Estado de México, Guanajuato, Jalisco, Michoacán, Morelos, Nayarit, Puebla, San Luis Potosí, Veracruz and Zacatecas.

**Origin of the programme**

The *Por los que se quedan* Integration scholarship programme is an important part of the Corporate Social Responsibility policy of the BBVA Bancomer Financial Group, which allocates 0.7% of its annual profits to the initiative. Three years down the road from the start of its pilot phase in three states, BBVA Bancomer has channelled 106 million pesos (€7.1 m) to the scholarship programme, which has directly benefited 10,600 students.

*Por los que se quedan* focuses on providing scholarships for young people with a good academic record, who live in communities with high levels of emigration. It seeks to foster academic excellence, as these students must maintain a minimum average mark of 8.5 in their academic studies. The financial aid for each student is an important incentive for the young people not to give up studying to look for work or, like their parents, to have to emigrate from Mexico.

This is also a mentoring programme as it integrally seeks to put the scholarship student on the road to success. Nearly 400 BBVA Bancomer employees have volunteered to be *godfathers* or *godmothers*, and together with the community through the Local Community Committees, heads of school and parents, they encourage and mentor the scholarship student to ensure his or her personal and educational progress.

This academic year sees a further 5,000 scholarships, which brings the total number up to 10,600. The number of municipalities with the greatest emigration in the states where the programme operates was likewise increased from 70 to 78.

At the end of the 2008-2009 academic year, the 600 students that make up the first generation in the states of Guanajuato, Michoacán and Zacatecas, will complete their secondary studies and will become the first group of scholarship students of this programme that comply with its goal to totally cover this educational phase.

State	Year when the programme started	Total grants awarded
Estado de México	2007	900
Guanajuato	2006	1383
Jalisco	2007	1490
Michoacán	2006	1294
Morelos	2007	480
Nayarit	2007	780
Puebla	2007	1195
San Luis Potosí	2007	1020
Veracruz	2007	910
Zacatecas	2006	114