





# A MESSAGE FROM *The Directors*

*This year we return 'in person' to hospitals and mass events.*

*It fills us with great joy to be able to reconnect with people in these spaces!*

*Today we deeply value this possibility, without ceasing to realize that the post-pandemic reality brings us new and significant challenges.*

Today we deeply value this possibility, without ceasing to realize that the post-pandemic reality brings us new and significant challenges.

How do we prepare for it? Well, our proposal is to share and teach the magic of service through example; generating empathy through our workshops and continuing to train Clown Doctors who will be source of joy, hope, comfort and happiness not only within hospitals, but also at conferences... around the world, and in every space we inhabit... with and WITHOUT our red noses.

Our volunteers respond bravely to the call of service and give themselves permission to BE human! They dare to know themselves as they recognize and flow through every one of their

emotions. Eventually, they incorporate love, joy, humor... and in a fun and empathetic way, they connect with someone else!... And in so doing, they become the 'medicine' this world needs.

The responsibility of taking care of our mental health is personal and also that of a community committed to the common wellbeing, a generous, conscious, vibrant like the community of Doctor Payaso!

We thank the 75 Clown Doctors who "joined our volunteer troops" this year! And THANK YOU to the many who have nurtured this space over the years. We are very grateful to each and every one for sharing your time, love and dedication.

Here's to another year **"Healing with love and joy"** **WELCOME 2024**

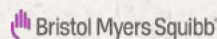
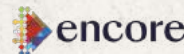
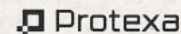


SPECIAL THANKS TO OUR

# Allies and Sponsors

“COMING TOGETHER IS A BEGINNING, STAYING TOGETHER IS PROGRESS, AND WORKING TOGETHER IS SUCCESS.” HENRY FORD.

WE WANT TO ACKNOWLEDGE OUR VOLUNTEERS, ALLIES AND SPONSORS WITH YOUR ENERGY YOU BECAME THE FOUNDATION, OUR DRIVE, MOTIVATION, SUPPORT AND INSPIRATION TO FULFILL OUR MISSION. YOUR IMMENSE GENEROSITY, DEDICATION, SENSE OF RESPONSIBILITY AND COMMITMENT HAVE HELPED US ACCOMPLISH ANOTHER YEAR OF HEALING WITH LOVE AND JOY.





# CLOWN CARE *Statistics*

WITHOUT A DOUBT, RETURNING TO HOSPITALS WAS ONE OF THE MOST VALUABLE GIFTS THAT 2023 GAVE US!

WITH OUR HEARTS ON OUR NOSES, NOW MORE RESILIENT, REORGANIZED AND CERTAIN OF THE NEED AROUND US FOR OUR ACCOMPANIMENT AND OF THE WELL-BEING THAT IT GENERATES... WE REOPENED IN-PERSON VISITS! OUR CLOWN-COMMUNITY IS OVERJOYED.

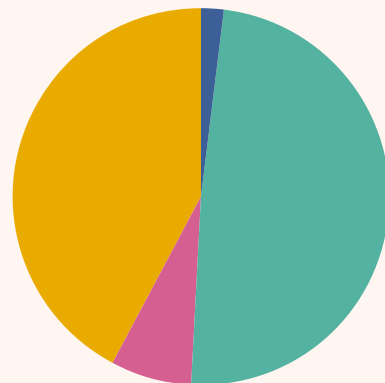
Take a look at the results:

Year	In person & virtual visits	Hours spent visiting	Benefited people	Hospitals & Institutions	Clown Doctors Certified	Cities
2023	329	2,777	17,648	19	75	4
Historic	3,432	40,995	251,530	23	772	19

## FINANCIAL REPORT

Total raised \$4,432,078.11

- Administrative 2%
- Operational 49%
- Financial 0%
- Taxes 7%
- Final equity 42%



# Messages THAT Motivate us



THE ACCOMPANIMENT OF A CLOWN DOCTOR TRANSFORMS GRAY SPACES INTO COLORFUL ONES, PROVIDES WELL-BEING, AIDS PATIENTS' RECOVERY PROCESSES, AND EVEN BENEFITS FAMILY MEMBERS AND THE HOSPITALS HEALTH PERSONNEL.



"You're incredible! Thank you for the visit; your company was like opening the window and breathing fresh air. I didn't imagine that even being in bed, my son would be able to sing and dance."

ROSALBA, MOTHER OF A PEDIATRIC PATIENT, IN-PERSON VISIT

I saw my girl so happy and as her mother I can't help but feel grateful that you exist. Thank you

"I want you to know that words do not suffice to express my gratitude. My little one was so happy! When I signed up for the visit, I didn't mention that my son had lost his sight. Tears streamed down my face when I saw that the Clown Doctors noticed his condition & through their chat & game carried him through an imaginative trip, a story with colorful sceneries, smells, tastes & even sounds of wild animals that all together showed us that HE CAN see. Thank you for the time that you gave us!"

MARIA LUISA, MOTHER OF A PEDIATRIC PATIENT, VIRTUAL VISIT



"My son was admitted to the Hospital and we had a visit from two beautiful clowns, who undoubtedly brightened our day with their games. I just want to thank you for the great work you do, may you always be blessed. Thank you again because you made us smile even when things were not going well."

PATRICIA, MOTHER OF A PEDIATRIC PATIENT, IN-PERSON VISIT



# Testimony

ONE DAY, THAT NEWS THAT YOU NEVER WANTED, MUCH LESS IMAGINED, ARRIVES. EVERYTHING BECOMES DARK, EVEN YOUR OPTIMISTIC MIND FEELS UNBALANCED, AS IT TAKES YOU TO DARK PLACES THAT ARE FRIGHTENING TO NAME. "GIVE IT TIME," THEY SAID, AND YES, IT IS TRUE, YET FACING THE SITUATION WITH AN OPTIMISTIC PERSPECTIVE AND ACCEPTING IT IS LIKE WALKING WITHOUT ENERGY, FLOWING IN THE DARKNESS, ACCOMPANIED ONLY BY AN INTANGIBLE FORCE.

I sought help from four institutions, thinking they could guide me toward making dreams come true for my daughter. However, they all submerged me and asked to enter the drama, pain and martyrdom in order to gain attention. Walking through what is difficult without falling into drama is a challenge, but is also necessary for forward movement towards the happiness that we can bring today, to our children, family, friends and, above all, to ourselves.

If you are looking to walk the path to happiness and consciousness, Doctor Payaso is the answer for you. Only if you have the courage to truly work on healing yourself, will you be able to offer the best care to others. We ourselves are the best gift that anyone can offer, like LIFE ITSELF. ✨🎁

*Acoyani Martínez, Dra. Acolris, 19th Generation  
Doctor Payaso's Volunteer and mother of a pediatric patient*





BEHIND THE

# Red Nose



## HOW DOCTOR VELOCCINI TRANSFORMED ME!

*In 2018 I joined Doctor Payaso, because I have always felt great satisfaction in serving others. This time was different, it was about sowing love and reaping smiles... using the magic of a red nose!*

I enrolled in the training course and it changed my life. I learned so much about myself; how to identify, understand, transit and channel my emotions to then, in turn, be a support for others.

As time went by, I knew that I was not only preparing to be a **Clown Doctor**, I was also preparing to one day be a beneficiary of this great accompanying work.

Shortly after graduating, I had an accident that left me in a coma leaving a paralysis in half my body, so making Clown Care visits at this point, seemed impossible.

My heart was so full of the blessings of having visited so many hospital rooms, that as soon as I managed to recover, I looked for ways to reinvent myself in order to return to my beloved volunteering. In the middle

of the pandemic, with polyneuropathy and 6 damaged vertebrae, I joined the Doctor Payaso's virtual **Clown Care** team.

In virtuality I found a space to continue to serve, since then I have continued to give and receive happiness with each visit; being **Dr. Veloccini** has become a catalyst to feel accompanied, recovered and happy.

Each visit is a gift of hope, love and fun; there, my inner child comes out, I let myself be carried away by the strangest and craziest games that the patients, my clown-friends and I create.

Thank you **Doctor Payaso** for giving me the opportunity to be a warrior in adversity and fight every day with a smile, thank you for all the energy that using my red nose injects into my soul.



## SOCIAL RESPONSABILITY

# Corporate Volunteering

Socially responsible companies know that our Clown Care program offers a great opportunity for the Human Development of their collaborators, promoting teamwork, initiative and corporate volunteering. Having just been certified as Doctor payaso, Emilio Sáenz, committed to our cause and with the firm belief that by improving ourselves we improve our community, coordinated conversations with Cemex, Sigma and Protexa to make the first generation of Clown Doctors in Monterrey a reality!

Through a 5-month transformational process, 26 employees of these companies completed the Clown Care course to become Doctores Payaso.



*Thank you, dear Dr. Mala Letra for being our friend, ally and accomplice in the arrival of Doctor Clown to Nuevo León!*







Isabel Zumaya

*Dr. Lucky*

Commercial Development Manager

I have always been convinced that everything I do for myself, to know myself more, to develop skills, educate myself and strengthen myself will be the best decision and investment, since it will generate a positive impact on my life. The Clown Doctor certification has brought great benefits to my personal development.

Managing emotions and especially happiness, self-knowledge and the tools learned during the certification have helped me to be and feel in harmony, in a state of well-being, satisfaction and positive focus; which I consider has impacted my health in general and my mood, I feel very optimistic, motivated and with the objective of sharing it with others. It helped me a lot to be accompanied by my coaches in this process and without a doubt something very valuable was learning to handle failure. This has given me tools as a human being that are reflected in my life and obviously in my work actions. In a competitive environment of our company and the markets, trust and understanding is the fundamental basis of all types of relationships, having developed this; It helps me to communicate better, to understand and capitalize on failure, to take advantage of the team's strengths in addition to being able to lead it in a better way, specifically addressing the problems that each one faces from a diversity point of view.

Today I have learned the most important thing: **I am the most valuable gift I can give to the world**, sharing my time, my love and my empathy towards others.



Lili Azuara

*Dr. Mossi Mossi*

Business Efficiency Manager

Without knowing where it would take me, I began an adventure 6 months ago. Through life's coincidences, the proposal to become a Clown Doctor arrived to me; amidst the grief of having recently lost my husband to cancer, I thought it was an impossible task. However, it also seemed like a beautiful way to honor his memory, because his love and attitude towards life left us great lessons.

It was so that I began the first day, unbeknownst to what I would face, nor what it was really about, after that first day I realized that more than for "just volunteering", it was also a human, personal and professional development to care for myself and be able to truly care for others.

I have learned so many abilities that I've carried into my daily life, in my work and with my children; such as how to manage my emotions as well as identifying those of others, developing empathetic listening, enjoying and learning from failure, teamwork, leadership through delegation, exploiting creativity, removing my own limitations, living in the present, enjoying and being grateful.

Work-wise, I perceive that I'm more conscious of my team, we take more risks while also flowing and learning more from what doesn't turn out well, with a learning and discovering attitude.

Personally, I can say that going through this certification has helped me to go through my grief in a beautiful way, and made me able to help my children go through their emotions, being more patient and enjoying all that arises.

Today I can say that Doctor Payaso has been a gift; **and I want to be that gift for all who I have near me.**



Humberto Hernández

*Dr. Naughty*

Protexa Corporate Investment and Disinvestment Control Manager

At the start of the course, they mentioned the importance of first healing ourselves in order to share love and happiness. This is precisely what happened to me in the second module of the certification, as it helped me to work through something that I had pending since 2 1/2 years ago. From there, I freed myself to continue learning and allowing myself to flow in the Clown process. Now through volunteering I can feel how I can be a channel for love and happiness.

In the professional aspect, I have learned to take my work in a better way... without being too apprehensive and focusing on team-working in every project. I now possess more tools to manage and coordinate projects, to achieve the better flow of plans and costs in a way that accomplishes the goals in the designated time and cost.

I have realized that a smile is worth much more in a corporate atmosphere, a dose of kindness and attention open the doors to success.





# Volunteering

*In each volunteer gathering we strengthen ties as a community, share knowledge and create connections that bonds our identity.*

*This year we had beautiful moments in Cancún that recharged our commitment and fueled the synergy that drives our mission.*



## 2023 "Recharge"

**ANA LAURA, Dr. Kaleidoscope (Kalei2copio) / Chronicle**

Time flew! I still remember the moment last December when they announced that the 2023 Recharge meeting would be in Cancún...Wow! "Yes, I'll be there" I said it to myself.

Thank God, I made it! I'd started the countdown days before, with enormous enthusiasm and visualizing the beauty of this gathering that's how it happened! Thanks to the excellent beach setting, the beautiful sun, sand, sea and a lot of love and connection... Unmatched!

Greeting so many clown-friends, those "vintage" and the "not so vintage" ones, some

from here and others from far away! It didn't matter! as in the end, we're all one beating heart, beating with the energy of love, with the strength and desire to continue healing ourselves and always looking to be our best selves.

Today, I am left with a heart overflowing of love, energy, light and enough strength to continue with volunteering, that which seeks to go beyond the visit, that which wishes to expand and knows an ambassador of our mission in each of us. Thank you guys!

Ready for all the activities that contribute to adding and growing in every way for each of its members and beneficiaries!





TRAINING AND  
*Development*

*The most relevant in terms of training and development this year was:*

**Care for Clowns** "In caring for me, I care for you". Five workshops for our volunteers

**Leaders SUMMIT in Cancún** Coordinators

**"Recharge"** Yearly Renovation and Professionalization All-Day Workshop

**Strategic Alignment Program** taught by Lennox-Wright at Casa CEMEFI

**Clown Care Certification.** This year we had two, one in CDMX and our first one in Monterrey

EVENTS

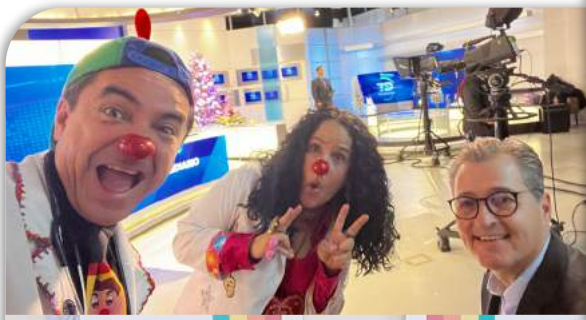
**Doctor Payaso's 11th Anniversary**  
Celebrations in CDMX and Veracruz

**Christmas Parties** Hosted by our coordinators in CDMX, Veracruz and Toluca

**"Cineminuto CINEMEX"** Live presentation in CDMX Monterrey and Veracruz







# Conferences AND DOCTOR PAYASO Workshops

*Each year we participate in forums, interviews, conferences, fairs and workshops with the firm purpose of generating awareness about the benefits of volunteering; Likewise, the importance of love and joy for well-being and health.*

---

**10th Pediatric Summit** – Mexican Pediatric Society

---

**40th National Pediatric Congress**

---

**Clown Trip** – Gesundheit Institute, Patch Adams

---

**Grandfather Day** - Traumatology Hospital Magdalena de las Salinas IMSS

---

**International Infant Cancer Day** – Veracruz Children's Hospital

---

**International Breast Cancer Fighting Day** – Breast Cancer Detection and Diagnostic Unit IMSS Veracruz

---

**Free Hugs** – Mexico City and Veracruz

---

**Women Deliver 2023 Conference** Kigali, Rwanda

---

**Why care for myself?**  
**Conference** – Garcías Trucking

---

**Conference** – IMSS Volunteering

---

**GSEI Radio** – Interview with Cris Gómez

---

**98.1 FM Radio** – XEU Veracruz

---

**Imagen News** - Interview and local broadcast

---

**Monterrey Telediario** -Promoting our volunteer training Program in that city

---



# BROADCASTING

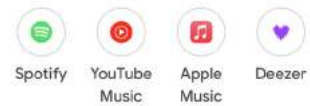
“LOVE IS THE ONLY THING THAT GROWS WHEN SHARED”  
ANTONIE DE SAINT-EXUPERY

WE ARE SO HAPPY THAT OUR MISSION OF HEALING WITH LOVE AND JOY INSPIRES THE IMPLEMENTATION OF PROJECTS THAT SEEK TO PROMOTE PROSOCIAL BEHAVIOR. IN 2023, THE POWER OF THE RED NOSE EXPANDED THROUGH THE CINEMA THEATERS, RADIO, TELEVISION AND THE PRESS: THIS ALLOWED MORE PEOPLE TO FIND OUT ABOUT OUR WORK, AND ABOUT HOW PUTTING YOURSELF AT THE SERVICE OF OTHERS, CAN REALLY MAKE A DIFFERENCE!

With their song: **“Somos Doctor Payaso”**  
The **“Tres Tristes Tigres”** (comedy band) put our work to dance! Thank you for being ambassadors of authenticity, compassion and generosity!



Listen to it here



## CINEMINUTO SOCIAL

*We're made it to the big screen!*



Thanks to Fundación Grupo México and Conciencia CINEMEX, from December 7th, 2023 till January 10th, 2024, Doctor Payaso's Cineminuto was shown nationwide!

Our video was shown **303,380** times in **238** CINEMEX complexes. An estimated of **2,334,690** people saw it. Yay!







# Felicidad que Sirve

In this globalized world where technological advances surpass our capacity for wonder through democratization and access to information, we believe that what connects, inspires, empowers and unites us is: BEING HUMAN. Our bet at Felicidad que Sirve was, is and will continue to be "humanizing organizations" through workshops, dynamic conferences, seminars and any type of training that brings us closer to collaboration, trust and teamwork.

This 2023 surrounded us with people, organizations and institutions that dared to think and be different. We feel proud because we know that the more diversity there is in an environment, the greater the ability to understand complexity, and the better it understands, the more agile it will be to face constant change.

We believe that diversity, far from being a "fad", is one of the keys to building a culture of authentic and effective transformation. We write it here to share, but we live it from within, from the congruence that strengthens us, the resilience that builds us and the love that connects us to a purpose... changing the organizational world through individual transformation where each human being positively impacts their square meter.

**Doing differently, inevitably requires thinking differently.**

**Welcome 2024, Thank you 2023.**



---

**Pan American Health Organization**  
Regional Retreat in Miami, USA

---

**National Institute of Medical Sciences and Nutrition "Salvador Zubirán"**  
Psychoemotional Health Care  
for the Nursing Staff

---

**Sigma Monterrey**  
Neurobiology and Vulnerability

---

**Hyatt House Santa Fe**  
Integration Workshop for the executive  
committee

---

**MSD**  
Awareness raising for volunteering

---

**President Intercontinental Cozumel**  
Reset and Revamp

---

**Hyatt House Santa Fe**  
Teamwork for operational staff

---

**Intercontinental President Group**  
Integration Workshop for the sales team

---

**GNP**  
Conscious Leadership workshop

---

**President Intercontinental Cozumel**  
Teamwork for the executive committee

---

**Hyatt House Mexico**  
Leadership and Emotional Management

---

**IMSS Toluca** Workshop for Health  
Technicians in Care of patients

---





# Donations

**Doctor Payaso A.C.**

Banco Santander

CUENTA 92-00197648-0

CLABE 014535920019764800

**CAF AMERICA**

<https://bit.ly/DoctorPayaso-CAF-America>

# Contact us!

 Doctor Payaso AC

[mexico@doctorpayaso.com](mailto:mexico@doctorpayaso.com)

[www.doctorpayaso.com](http://www.doctorpayaso.com)

Tel: 55 3899 9466 / 56 3002 6738





# Wellbeing and Self-care Program 2023

**Professionalization in health services** is an important component to promote greater leadership skills, resilience, self-awareness, empathy and emotional management, these trigger an evident improvement in patient treatment and an increase in the mental and emotional health of healthcare professionals. health.

With this task in mind, and with the help of our great allies at **Johnson & Johnson and the IMSS Foundation**, we carried out a program aimed at the IMSS nursing management, supervision and coordination staff.

This year we managed to **directly impact 754** nursing leaders and **indirectly impact 150,000** human beings, including staff in their care and patients.

We held **4 in-person workshops** in which **180 nursing leaders** participated, **4 virtual workshops** in which **302 health professionals** joined, and **16 virtual sessions** titled **"Leadership Management"** for smaller groups. In addition, we had 80 emotional support calls with the collaboration and accompaniment of **33 volunteers from Johnson & Johnson**, who received prior training to join this great and delicate task.

**Thank you, dear friends**, for driving the program for the last four years. It undoubtedly has had a great impact on the quality of health services offered in our country and also on ourselves when managed by Doctor Payaso AC.

Here's to another year full of learnings and transformational growth!







## COMMENTS FROM THE PARTICIPANTS

Thank you for caring during this time and taking care of us, the health personnel

I know of no institution or organization that has put into action what you did, even if it is a few minutes dedicated to those of us who were fully involved in this pandemic, giving ourselves body and soul. From Mendoza, Argentina THANK YOU!

Thank you for making this program continue, it has been very useful to me.

Thank you very much for the video calls. You don't know how much they help me improve my peace and tranquility!

I thank you for this initiative and this way of making the world a better place.