

ANNUAL REPORT

2025

 doctor
payaso

FELICIDAD QUE SIRVE

 benevity



 doctor
payaso



MESSAGE FROM THE DIRECTORS

2025 WAS A YEAR OF CONSOLIDATION AND AWARENESS. WE CONFIRMED THAT WHEN A HUMAN BEING FEELS SEEN, HEARD AND SUPPORTED; SOMETHING DEEPLY CHANGES, SETTLES AND HEALS.

Doctor Payaso was born to humanize the healthcare experience and reduce hospital trauma. Today, we are a network of professionalized volunteers who understand that entering a hospital wearing a red nose is an act of responsibility—one that requires extensive preparation and deep respect.

“This year, not only did we reach more spaces, we showed up better, more aligned with our values and more aware of the impact we create”

Every visit was a gift of presence. Every encounter, a gesture of dignity. Every laugh, a moment of emotional relief. We reaffirm that volunteerism requires preparation, consistency, and commitment.

We continue to believe that laughter is medicine, that empathy is strategy, and that when we connect from the heart, we become medicine for one another.

Silvia, Pay & Alex



Mission

TO HEAL WITH LOVE AND JOY THROUGH DEEP LISTENING AND EMOTIONAL CONNECTION, bringing hope and support to highly vulnerable spaces such as hospitals, nursing homes, shelters and orphanages.



Vision

FOR HOSPITALS TO BECOME SPACES WHERE JOY, PLAY, DEEP LISTENING AND SUPPORT, ARE AN ESSENTIAL PART OF THE CARE PROCESS. To consolidate our Clown Care model as a national benchmark in the humanization of healthcare, implementing it in hospitals throughout the country.



Values

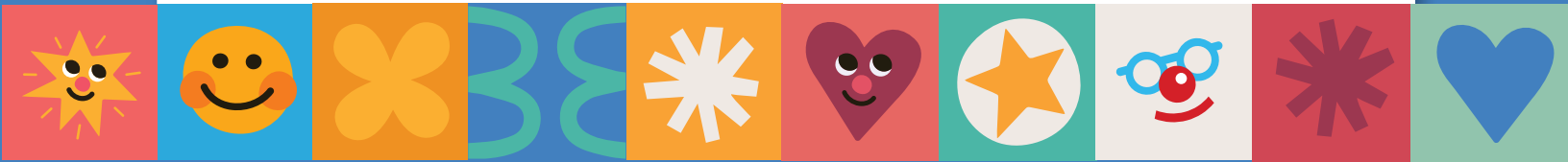
LOVE,
JOY,
INTEGRITY,
HUMILITY,
RESPECT.





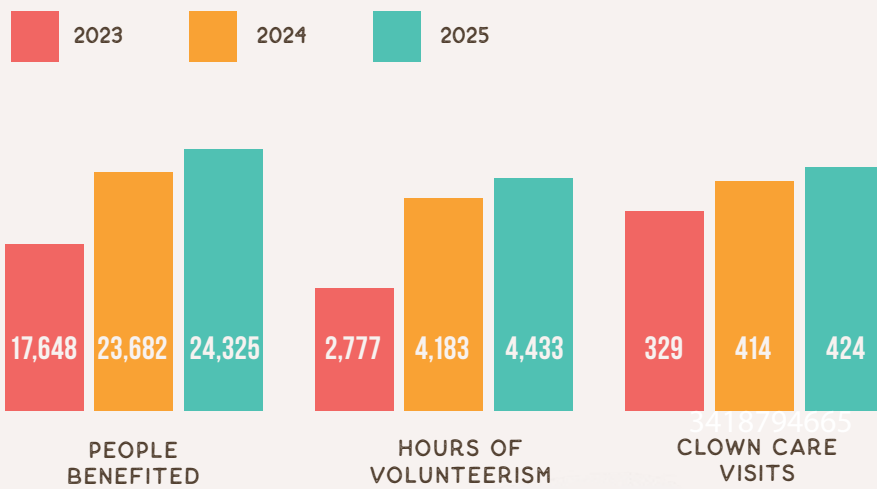
ACKNOWLEDGEMENTS

WE DEEPLY APPRECIATE THE SUPPORT AND TRUST THAT DONORS, SPONSORS, PARTNERS, AND INSTITUTIONS PLACE IN US YEAR AFTER YEAR. THANKS TO THIS COLLECTIVE EFFORT, HEALING WITH LOVE AND JOY WAS POSSIBLE IN 2025



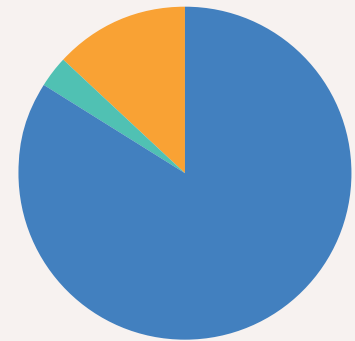
2025 STATISTICS *Our Impact in Numbers*

YEAR	IN PERSON VISITS	VIRTUAL VISITS	CERTIFIED DOCTORES PAYASO	VOLUNTEER HOURS	PEOPLE BENEFITED
2025	424	179	128	4,433	24,325
HISTORICAL	4,191	1,564	945	49,611	299,537



FINANCIAL REPORT

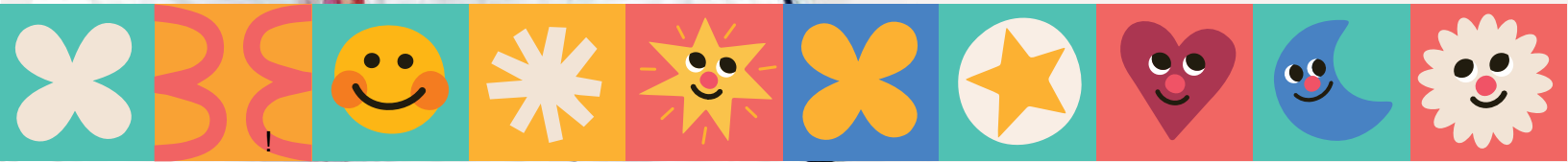
TOTAL INCOME: \$4,419,209



- OPERATIONAL 84%
- ADMINISTRATIVE 3%
- TAXES 13%

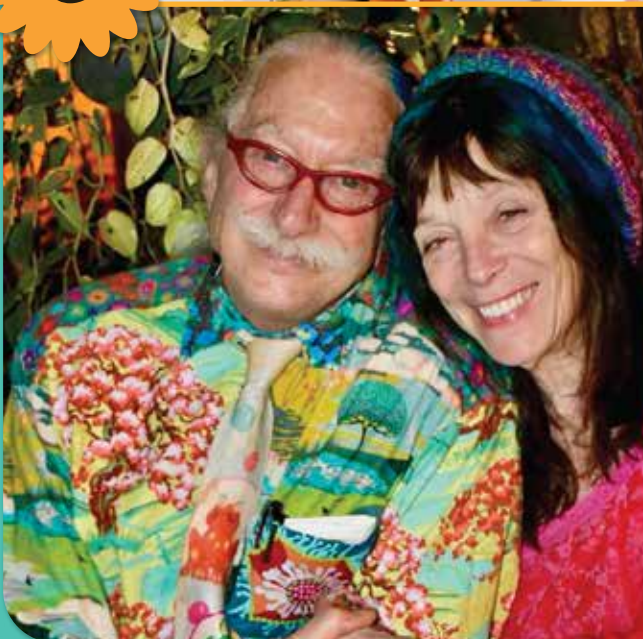
“IT’S BETTER TO LIGHT A CANDLE THAN CURSE THE DARKNESS”

Chinese proverb



INSTITUTIONS

VISITED



PEOPLE BENEFITED

Mexico City

Hospital de PEMEX Central Sur	401
Centro Médico Nacional Siglo XXI IMSS	2,743
Instituto Nacional de Pediatría	3,780
Centro Médico ABC Observatorio	706
Centro Médico Nacional La Raza IMSS	4,760
Hospital Infantil Privado Star Médica	1,095
Hospital General Dr. Gea González	830
Centro Médico Nacional 20 de Noviembre ISSSTE	1,608
Centro Médico ABC Santa Fe	474

Toluca

Hospital Regional IMSS No. 220	915
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Veracruz

Hospital Regional de Alta Especialidad	290
UMAE Hospital de Especialidades No 14	793
Centro Médico Nacional Adolfo Ruíz Cortines IMSS	495
Hospital Regional Torre Pediátrica	

Monterrey

Hospital Regional Materno Infantil	1,295
Hospital Universitario Dr. José Eleuterio González	1,146

Special Events

	2,810
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- Rosa Mística DIF Huixquilucan
- AMPRE / Atención a Personas con Discapacidad
- Hospital Gea González / Día del Niño
- Semabo AC / Comprehensive support against childhood cancer
- Participation in the TV program "Sociedad Vainilla"
- Doctor Sonrisas / Mundo Imáyina
- Power Chair Monterrey
- AMANC Veracruz
- Cruz Roja Mexicana Veracruz
- Centro de Recreación Morelos IMSS / Día del Abuelo
- UNAM Facultad de Medicina / Foro por la Paz
- Carrera AMANC Veracruz
- Welcoming of Generación 23 / Explanada Auditorio Nacional
- Urban activity / Clown Trip Patch Adams / Coyoacán
- UNAM Facultad de Medicina / Movie evening
- Hospital de Ortopedia Magdalena de las Salinas
- Urban Activity / Mty 3rd Generation Welcome / Plaza Áuriga
- Apearing in the program "La Desinformadera"
- Nomination in the "Premios Latido" / Fundación Grupo México

CLOWN CARE

Hospital clowning is ready to assume its most meaningful role yet.

Dr. Morgana Masetti / Healthcare Clowning research international network



Through the Clown Care program, our volunteers are trained in positive psychology, ontological coaching, thanatology, and clown art, integrating emotional and relational tools to offer conscious support in hospital contexts.

Humor, play, and listening become vehicles for generating emotional relief, hope, and humanity in vulnerable environments. We support, connect, and humanize the healthcare experience.

“THE CERTIFICATION WAS A GIFT FOR MY PERSONAL GROWTH. IT ALLOWED ME TO CONNECT TO MY PURPOSE OF SERVING AND DISCOVER THAT BEING WHO I AM, I CAN BE THE BEST GIFT TO OTHERS.”

Mónica Alejandra Sánchez Morales

Dra. Brinca Sueños



EL PODER DE LA NARIZ ROJA



CORPORATE *Volunteering*



CORPORATE VOLUNTEERING WAS CONSOLIDATED AS A STRATEGIC TOOL FOR SOCIAL IMPACT AND CULTURAL TRANSFORMATION WITHIN ORGANIZATIONS.



IT STRENGTHENS KEY SKILLS SUCH AS:

*Emotional intelligence / Conscious leadership
Teamwork / Adaptability*

PARTICIPANTS DISCOVER SOMETHING ESSENTIAL:

*Behind every indicator there is a person.
Leading with humanity strengthens results.*



*Maria del Rosario
Espronceda Fernández*

**Human Development Training Manager
Sigma Alimentos Monterrey**

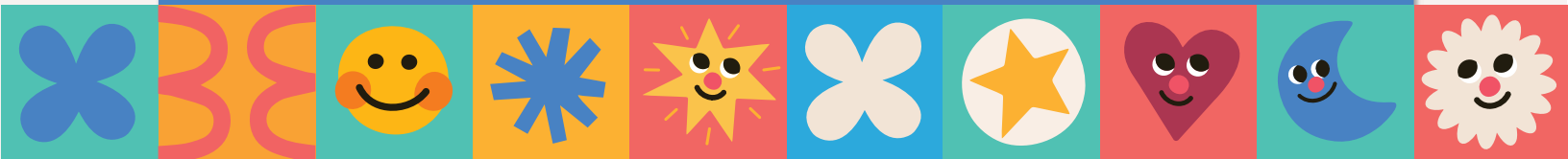
This certification gave me the certainty that I can be a great executive without turning off the Chayo who plays, feels, and connects. That I can lead with strategy, but also with tenderness; with vision and also with humanity. With results, but also with purpose. Thank you for reminding me that success is not only measured by what we achieve, but by what we help others achieve. Thank you for teaching me that a Doctor Payaso not only transforms hospital spaces; it transforms hearts, cultures, and ways of working. Thank you for showing me that when we allow ourselves to be authentic, work becomes lighter, people shine brighter, and life becomes much fuller.



*Selene Itzel
Hernández*

**Clinical Research Projects
Bristol Myers Squibb**

I have learned more about myself, to look at myself with more compassionate eyes and accept that just as I am, with my background and my unique story, I can be love and share it with the world through volunteering. Module 3 gave me a lot to think about regarding clowning; it helped me understand that everything I learn here I can apply to my daily life, including my work life.



THE HEART *that Sustains the Mission*



4 LOCATIONS + VIRTUAL MODALITY

Our volunteers contribute time, presence, and heart to make the mission possible. Their consistency demonstrates that social change does not happen through intention, but through sustained action.

Every visit, whether in one of our locations or virtually, confirms that serving transforms both the one who receives and the one who gives.

Volunteerism is a living commitment to building a more humane, compassionate, and empathetic world. When a person feels seen and valued, their talent flourishes.

Every hospital that trusts us does so because of the preparation, commitment, and presence of our volunteers. Locations support us. They Impact. They transform.

In every city, every coordinator, and every volunteer sustains this mission with discipline, love, and professionalism. They are community and consistency. They are the operational heart of Doctor Payaso. They are the backbone of Doctor Payaso.

Coordinators

DR. FABIRINGOS
DRA. RISPITA
DRA. SANDIA
DRA. ABEJITA
DR. MICHÍ
DRA. FELIGOMITAS
DR. DORMILÓN
DRA. REBELDE
DRA. LOCURITA
DRA. ABEJITA
DRA. KARITAS
DRA. NATILLA

DRA. CHAPIS
DRA. CHIMI
DRA. WABI-SABI
DRA. CHYLA QUILES
DRA. COLIBRÍ
DRA. CHULADA
DRA. RELISTITA
DRA. CONFETINA
DRA. MONY MUPPETS
DR. WIRI-WIRI
DRA. OHANNA
DRA. AIRE LOCURA

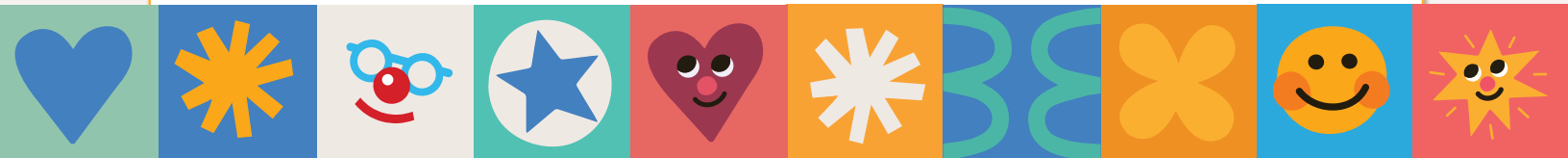
DR. MARAKAS
DR. CHOKO
DR. GUAPETILLO
DRA. GRINCHY
DRA. GREEN
DRA. CAMELO
DRA. OJOTES
DRA. SONRISITAS
DRA. TIC-TAC
DRA. MIYITON
DRA. CLAUS
DR. MARIO

DRA. BOO-ÑUELO
DR. RIZOTO
DRA. TIKI
DR. TRAVIESILLO
DRA. MONITA
DR. CANO CANITO
DRA. ALEGRÍA
DR. PAGE
DRA. T
DRA. PIRINOOPY

Each of you sustains this mission with presence, discipline, and heart.

Thank you for your consistency, dedication, and for reminding us that when we serve from our humanity, impact multiplies.

With you, dear "Coondis", we are unstoppable!



Mexico City

IN 2025, THE MEXICO CITY BRANCH MAINTAINED PRESENCE IN NINE HOSPITALS: LA RAZA 20 DE NOVIEMBRE, ABC OBSERVATORIO, ABC SANTA FE, STAR MÉDICA HIP, PEMEX SUR, SIGLO XXI, INP AND GEA GONZÁLEZ.

During weekdays and weekends, the team arrived with the same intention: offering presence, listening, and moments of emotional relief.

None of this would be possible without institutional trust, the leadership of coordinators and the constant commitment of those that wear the red nose in their hearts.

Toluca

TOLUCA REPRESENTS SUSTAINED COMMITMENT. EVERY THIRD SATURDAY OF THE MONTH, VOLUNTEERS – MANY TRAVELLING FROM MEXICO CITY– WAKE UP EARLY TO ARRIVE AT THE HOSPITAL. THE JOURNEY ITSELF IS PART OF THE PROCESS: COMMUNITY, PREPARATION AND A SENSE OF PURPOSE.

The relationship that has been established with the hospital is an act of trust that is honored in every visit. Being a volunteer here demands discipline, consistency and heart. Those who arrive take with them more than they give: stories, learning experiences and connections that transform.

With Team Toluca, there is magic.

Monterrey

AT THE HOSPITAL UNIVERSITARIO AND HOSPITAL MATERNO INFANTIL, THE MONTERREY TEAM MAINTAINS AND EXEMPLARY CULTURE OF ORGANIZATION, PREPARATION AND REFLECTION.

Each Saturday follows a ritual: arrival, connection, visits by teams, deep listening, fun, joy and finally an integration space for the volunteers. The reflection that follows is an essential part of the model, the red nose is removed, but the learning stays.

In Monterrey, commitment and humanity walk together, hand by hand holding every visit with presence and purpose.



Veracruz

THIS BRANCH STRENGTHENED ITS PRESENCE AT:

- THE PEDIATRIC TOWER OF HOSPITAL INFANTIL DE VERACRUZ
- IMSS UMAE HOSPITAL DE ESPECIALIDADES NO. 14
- ISSSTE VERACRUZ

Every hospital has its own rhythm, and the team honors it with careful and empathetic presence. Additionally, they respond to special requests from allied organizations such as the Red Cross and AMANC. Here joy accompanies. And every smile is a reminder that no one is alone.

Virtual Modality

SINCE 2020, THE VIRTUAL TEAM HAS CARRIED OUT MORE THAN 600 VISITS. THE SCREEN DOES NOT LIMIT CONNECTION WHEN THERE IS GENUINE INTENTION.

Every digital encounter confirms that distance disappears when the heart is present. The preparation is the same, as well as our responsibility.

Here, technology becomes a bridge that brings us closer, expands our impact and proves that human connection transcends any screen.



TESTIMONIALS



Juanita



Juanita was born with a condition that limits her mobility, which has made socializing difficult for her.

Recently she received a virtual visit. Her family noticed enormous joy and motivation in her, she even slept better and her stress levels dropped significantly.

Beneficiary of virtual visits

Valery



During her treatment follow-up and need for surgery, Valery traveled from the state of Morelos to the Centro Médico Siglo XXI in Mexico City, where she received her first virtual visit from Doctor Payaso. Her mother recounts that even in that context, it was magical to see her encouraged, laughing, playing, and talking.

**Pediatric patient
Beneficiary of in-person visits**





Connections that STRENGTHEN US

INSTITUTIONAL PARTNERS CONFIRM THE EMOTIONAL IMPACT OF THE VISITS: IN CONTEXTS OF CHRONIC ILLNESS, WHERE EMOTIONAL EXHAUSTION IS HIGH FOR PATIENTS AND CAREGIVERS, DOCTOR PAYASOS PRESENCE REDUCES STRESS, GENERATES RELIEF, AND TRANSFORMS THE HOSPITAL EXPERIENCE.

Connection and empathy generate emotional security, a key condition for the brain to process illness experiences with greater balance and coping capacity.

Based on your experience, what impact do visits from Doctores Payaso have?

Living with a chronic illness has a negative impact on both patients and caregivers, affecting multiple areas of life, particularly emotional well-being. It is remarkable how something as simple as making people laugh—especially children—can create a positive change, making the hospital experience less stressful for both patients and their families.

From your perspective, how does Doctor Payaso contribute to the professionalization of volunteer work in Mexico?

Doctor Payaso's vision, and its approach to creating hospital environments through fun, laughter, and play, offers a new model for hospital volunteer work. Their methodology centers on seeing the "child" rather than the patient, contributing to an improved quality of life.

What role does Doctor Payaso play in the humanization of Healthcare Services?

By prioritizing patient dignity and looking beyond pathology and diagnosis, Doctores Payaso promote emotional well-being and contribute to comprehensive support that mitigates hospital-related trauma. This approach integrates attention to physical care with the strengthening of psychosocial bonds through a personalized, empathetic, and supportive environment, while consistently upholding patients' rights.

What does collaborating with Doctor Payaso as allies in the training of your volunteers mean to you?

Within the IMSS Volunteer Program, our collaboration plays a key role in building partnerships with associations, foundations, and organizations. Through these alliances, we strengthen hospital efforts for the benefit of individuals living with illness. We are proud to be allies of Doctor Payaso and all their volunteers.

Dra. Alejandra Aburto de Robledo.
Honorary President of the IMSS Volunteer Program





UNAM ACHIEVEMENT *Humanizing Medical Education*

IN PARTNERSHIP WITH THE FACULTY OF MEDICINE AT UNAM, UNDER THE CO-LEADERSHIP OF DR. ANA CAROLINA SEPÚLVEDA, DR. GABRIELA BORRAYO, AND DR. GUILLERMO WAKIDA, AND WITH THE SUPPORT OF JOHNSON & JOHNSON, WE TRAINED 70 MEDICAL STUDENTS IN HUMANIZATION, EMPATHY, AND THE ART OF CLOWNING. THIS COHORT REPRESENTS THE FIRST GENERATION OF PHYSICIANS TRAINED AS DOCTORES PAYASO. THIS MILESTONE SETS AN IMPORTANT PRECEDENT.

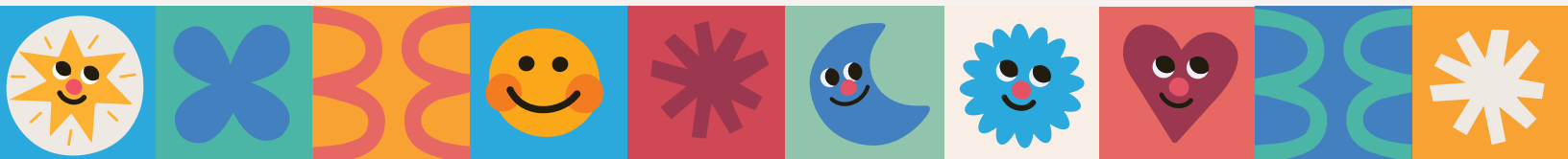
"I learned that scientific knowledge is incomplete without empathy and presence. A hospital can also be a space where laughter and hope live."

Jesús Jareb Ramos Noyola | Dr. Jarabe
Med Student, UNAM

"The certification was a journey of self-discovery that transformed the way I see the world and practice medicine. I learned to observe and listen with less prejudice and more heart, understanding that we are all medicine, and that our actions, words, and presence can make a difference in someone's day.

With every visit, I discovered that each patient and each family has a valuable story, and that human support a look, a hug, authentic listening can be a true beam of light. *Today, I understand that integrating humanity into medical practice is not only necessary, but profoundly powerful."*

Valeria Briseida Fernández Rdgz. | Dra. Tutsipop
Med Student, UNAM



J&J

CareCommunity

Leadership in Nursing National Impact

In partnership with Johnson & Johnson and the Secretary of Health, through Felicidad que Sirve, the **Nursing Professional Development Leadership Program** was implemented.

2025 Results



MORE THAN 7,000 PROFESSIONALS ENROLLED

IN-PERSON AND VIRTUAL MODALITY

SIX WORKSHOPS FOCUSED ON CARING FOR THOSE WHO CARE FOR US,

Responsibility and Resilience

Feedback and Recognition

Coherence

Empathy and Compassion

Humanization of Medicine: The Art of Healing

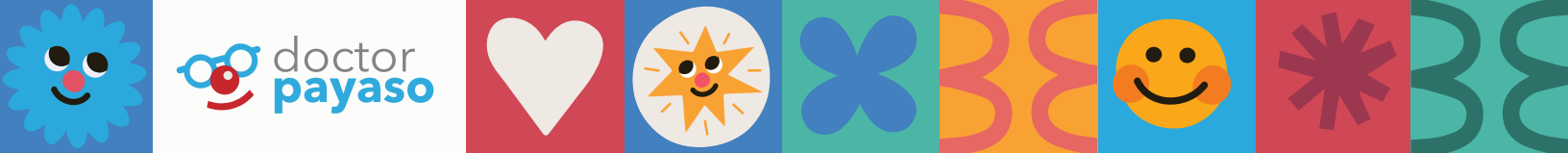
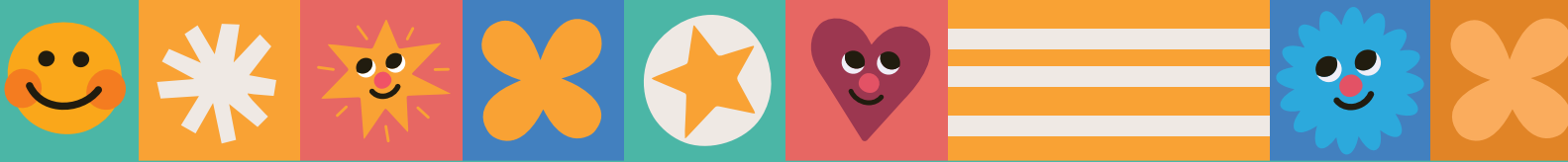
Leadership and Commitment to Teaching Coaching Skills



THE PROGRAM CREATED SAFE SPACES FOR REFLECTION AND STRENGTHENED A LEADERSHIP BASED ON HUMANITY AND AWARENESS.

Key conclusion: showing vulnerability is an essential component of leadership





Volunteer Training 2025

CONNECTING WITH YOUR AUTHENTICITY

MINDFULNESS

NURTURING FROM THE HEART

COMPASSION: LEADING OR OBSERVING?

THE HEALTH OF A DOCTOR PAYASO... IS SERIOUS ALSO!

TRANSFORM YOUR LIFE THROUGH LANGUAGE

PASSIONS CHOSE YOU, NOT THE OTHER WAY AROUND

BEYOND THE MIRROR: IDENTIFYING OUR UNCONSCIOUS BIASES

ANNUAL LEADERS GATHERING 2025

BEING A DOCTOR PAYASO IS A SERIOUS MATTER



2025 ANNUAL RECHARGE



Professionalization, Community, and Renewal

2025 RECHARGE TOOK PLACE ON NOVEMBER 30TH, SYMBOLICALLY COINCIDING WITH THE BEGINNING OF ADVENT – A TIME ASSOCIATED WITH HOPE, JOY, FAITH, AND LOVE.



One of the most meaningful moments was reconnecting with volunteers who had paused their volunteering and returned to update themselves and renew their commitment to Doctor Payaso. The day began with a yoga practice lead by Paty Borda and Ceci Domit. This space allowed us to reconnect with our bodies, observing our own resistance and recognizing the

importance of selfcare as a foundation of service. The Recharge also included the launch of a collective book project, inviting volunteers to write stories that deeply marked their experience within the organization. Concluding this first moment with a prayer from the heart reminded us of the impact that our words and actions can have when they are conscious.

ONE OF THE MOST PROFOUND MOMENTS WAS LISTENING TO STORIES SHARED BY CO-CLOWNS ABOUT CHALLENGING OR TRANSFORMING EXPERIENCES LIVED IN HOSPITALS. THESE TESTIMONIES REVEALED OUR CAPACITY IN RESILIENCE AND REINFORCED THE COMPREHENSION THAT VULNERABILITY IS A GATEWAY TO A GREATER HUMANITY.

María Teresa Hernández facilitated an artistic space through the creation of Soul Collage. This practice allowed each participant to express emotions, learning and internal processes from the symbolic. Sharing the meaning of some of these creations was a collective experience of great sensibility and connection.

The Keynote lecture by Dr. Eduardo Calixto provided a neuroscientific insight about the care of our brain and the impact it has in our behaviour, emotions and decision-making. His recommendations were clear and practical: keep an active brain, do physical exercise, keep a balanced diet, strengthen social contact, break routines, learn new abilities, listen to music, laugh, hug, sleep adequately, and practice gratitude.

During the recharge a space was also opened to share a collective dream: the creation of a book of Doctor Payaso. Every volunteer was invited to write a story that deeply marked their experience within the association. This editorial project seeks to honor thirteen years of support, resilience and shared humanity. The event included a special acknowledgement to those that have shown consistency, commitment and an extraordinary dedication to the volunteer work, whether it be supporting processes or providing from different areas of the organization.

2025 Recharge was possible thanks to the work of Alex, Pay, Silvia, Mariazel, Nat, Maru, Mir, and many others who shared their energy to make it a reality.

We closed the day with full hearts and renewed conviction: to support with presence, first we must recharge with awareness.



See you at our 2026 Recharge!



Felicidad que Sirve

At Felicidad que Sirve we promote more human – and therefore more effective and connected – organizations.

Neuroscience evidence shows that when psychological safety and emotional regulation exist, the brain operates with greater clarity, creativity, and collaboration capacity. Well-being is a competitive advantage.

We design tailored learning experiences that strengthen and promote conscious leadership, effective communication, emotional intelligence, resilience and a culture of trust. We integrate tools such as neuroscience, ludic coaching and experiential learning to create sustainable change that translates into observable behaviour and organizational results.

Organizations that work with us seek real transformation. They know that sustainable performance comes from teams that feel safe, valued, and committed.

Felicidad que Sirve turns human development into strategy.

And strategy, into culture and results.



2025 Was a Year of Institutional Maturity

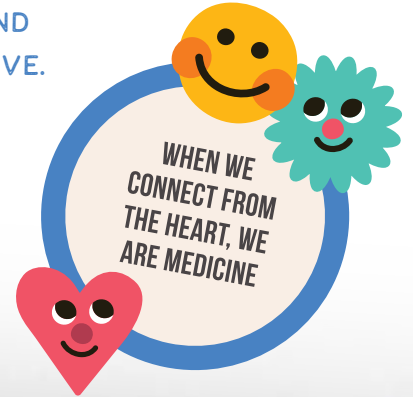


MORE TRAINING | MORE ALLIANCES | MORE IMPACT

WE CONTINUE BUILDING A NETWORK OF PROFESSIONAL
VOLUNTEERS THAT IS HUMANIZING HEALTHCARE AND
TRANSFORMING CULTURES THROUGH ORGANIZED LOVE.



We continue...





EL PODER DE LA NARIZ ROJA



Donate

BANCO SANTANDER

DOCTOR PAYASO AC

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CLABE

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CAF AMERICA

BENEVITY

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