



PETERSON SCHOOLS



23

ANNUAL REPORT 

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PETERSON SCHOOLS



Dear Parents,

We are thrilled to present to you our annual report, showcasing the incredible progress and achievements we have made together this year. It is with great excitement that we share with you the advancements in facilities, academic and extracurricular offerings that have greatly benefited our school community.

One of the highlights of this year has been the successful revitalization of our afterschool programs. We are proud to report outstanding results in various sport competitions and increased participation levels, showing the dedication and talent of our students.

Furthermore, we are excited to introduce new exchange options for our Middle School Students, providing them with valuable opportunities for growth and learning beyond our school walls.

Child safety has remained a top priority for us this year, and we are pleased to inform you of the significant progress we have made in ensuring a secure and nurturing environment for all our students.

Lastly, our community events have been tremendous successes, bringing our school community together in fun and engaging ways. These events have not only fostered a sense of camaraderie but have also created lasting memories for our students and families.

We look forward to sharing more details with you in our annual report and hope that you are as proud as we are of the accomplishments and milestones we have reached together this year.

Thank you for your continued support and partnership in making our school a place of growth, learning, and community.

Kenneth Peterson
Director General



Mission

A community that inspires passion for learning and life.

Vision

To be an empowered, self-directed, personalized educational environment.

Values

RESPECT

Respect oneself, respect others, and respect the environment.

RESPONSIBILITY

Fulfill our responsibilities with dedication, discipline and perseverance. Accept the consequences of our actions.

HONESTY

Be worthy of trust. Act with character in search of personal and community well-being.

LOYALTY

Give the best of oneself; be loyal to our principles and to those of the community.

CREATIVITY

Develop and apply critical and constructive thought, daring to explore new ideas and technologies.

CURIOSITY

Instill amazement for the mysteries of life that inspire an ongoing search for knowledge.



Peterson in Numbers

1965

Founding Year

30 1,810

Years as a non-profit organization

Students

1st +30 45 4

Google Reference School in Spanish Speaking Latin America

Extracurricular Activities

Nationalities

Campuses

Key Differentiators

Derived from the 2030 plan, we undertook the task of identifying the key differentiators that set us apart as a school. We concluded that the following attributes are not only important to our community but are also areas in which we excel:



Personalized Education



Strong Community



Avant-Garde



Global Perspective

Celebrating 30 years as a Non-profit organization



Some of our most significant projects over these 30 years have been:

Procter and Gamble Preschool Building
Burton E. Grossman Library
Jensen Arts & Sports Complex

Peterson Schools celebrates its 30th anniversary as a nonprofit organization in the 2023-24 school year. Founded nearly 60 years ago, the school transitioned to a non-profit organization in 1993 when founders Dr. Marvin Peterson and Mrs. Leni Peterson donated it to the Mexican society, aiming to broaden the school's horizons and solidify its status as a leading educational institution in Mexico City.

This journey has been challenging and supported by individuals and companies linked to the Peterson Community. As a nonprofit, Colegios Peterson allocates 100% of its income and donations to annual operations and a fund to ensure future sustainability, including maintaining facilities and providing scholarships.

Over the past 30 years, numerous projects have been carried out with the support of board members, parent committees, students, and alumni, such as the Procter and Gamble Preschool Building, the Burton E. Grossman Library, and the Jensen Arts & Sports Complex at the Cuajimalpa campus. The Coca Cola Foundation made a significant donation to upgrade the sports facilities at the Tlalpan Campus as well. Other expansions include an Elementary building at Pedregal in 2014 and a significant donation from the Arango family for scholarships in 2019. New additional buildings are foreseen in the upcoming school years, such as a new Kinder and Multi Purpose Complex, a parking structure in Cuajimalpa and new sports facilities in Pedregal for our gymnastics and basketball teams.

We will continue to rely on the love and generosity of our community to achieve our mission and projects.



Board and Patronato Members



JOSÉ N. HARB
Chairman
of the Board



JORGE FLORES SAURI
President
of the Patronato



MARVIN A. PETERSON
President Emeritus



RICARDO CARVAJAL



**JORGE FLORES
GAMBOA**



**DR. RUSSEL
E. KENNEDY**



LENI MARQUARD



ANA PAULA NACIF



**JUAN MANUEL
PALOMARES**



**NANCY ANN
PETERSON**



ERIK PETERSON



**ANA LORENA
RAMÍREZ**



ROBERTO SALINAS

Academic Programs



PRESCHOOL

Peterson Schools was founded on the Montessori method and was the first school in Mexico to offer the program in English. Montessori offers a unique and highly beneficial approach to early childhood education, emphasizing self-directed learning and hands-on activities. One of its primary advantages is its focus on individualized learning, allowing children to progress at their own pace and follow their interests, supporting them to develop a strong sense of independence and self-motivation.

The Montessori method also nurtures social and emotional growth by teaching children to respect themselves, others, and their environment through structured social interactions and community-based activities. Children develop excellent critical thinking and problem-solving abilities, especially in mathematics, by engaging in open-ended tasks that require creativity and perseverance.

ELEMENTARY

Once students have developed a strong foundation in English through their experience in Kindergarten, they follow a bilingual English and Spanish curriculum in Elementary School. Peterson Schools is authorized to follow the Cambridge Primary curriculum in English. We have strategically aligned the objectives for English and Spanish language learning to help students to develop a deeper understanding of key linguistic concepts and enhance their overall language proficiency. By teaching parallel skills in both languages, we facilitate the transfer of knowledge and abilities from one language to another, reinforcing students' comprehension and application.

Elementary students also follow the International Primary Curriculum (IPC) which offers a dynamic and engaging framework designed to foster a love of learning and academic excellence in young students. One of its key benefits is its thematic approach, which integrates various subjects into cohesive units that are relevant to students' everyday lives, making learning more meaningful and enjoyable.





UPPER SCHOOL

In Grades 6 to 8, the curriculum is based around the Cambridge Lower Secondary curriculum, with students following Cambridge International courses in English, mathematics, science, global perspectives, art, and physical education. Its personalized approach caters to individual learning styles, ensuring each child reaches their full potential. Alongside this international curriculum, students follow courses based on the national curriculum in Spanish, geography, history, and civics to ensure they learn about their host country and also comply with local education requirements. In Grade 8, students take internationally-recognized examinations, administered by Cambridge International, in English, mathematics and science.

In Grades 9 to 12, students continue with an academically robust curriculum, taking Cambridge IGCSE examinations at the end of Grade 10 before embarking on the International Baccalaureate (IB) Diploma Programme in Grades 11 and 12. The IB Diploma is renowned for its rigorous academic standards and holistic approach to education which equips students with in-depth knowledge and understanding across a broad spectrum of subjects.

The IB Diploma consists of six subject groups, ensuring a balanced yet challenging curriculum tailored to students' strengths and interests. In addition to the balance offered by these six subject groups, the IB Diploma includes three core components that enrich the learning experience and prepare students for university and beyond. The Extended Essay is an independent, self-directed research project culminating in a 4,000-word paper, which develops students' research and academic writing skills. The Theory of Knowledge course encourages critical thinking and exploration of the nature of knowledge across disciplines, fostering intellectual curiosity and analytical skills. Creativity, Activity, Service requires students to engage in a range of activities outside the classroom, promoting personal and social development through experiential learning.



Highlights of the Year

FACILITIES

We continued to upgrade our facilities at the Lomas Campus to provide a cleaner, more modern look to the same.

We remodeled the Pedregal Elementary Library at the beginning of the year, providing a more attractive space for student learning.

In Paseo we also remodeled the Library as well as having expanded the dressing rooms and showers for the swimming pool.

The School inaugurated a second soccer field and expanded parking at the property adjoining our Cuajimalpa Campus, greatly benefiting our sports offerings and providing more convenience to our visitors.

CHILD SAFETY

Our four campus committees worked hard on this key initiative, with impressive results. These include:

Implementation of the majority of first year recommendations of the Global Safeguarding Collaborative program.

Achieving recognition by ChildSafeguarding.com for completion of training of all staff in the schools.

External security audits of all campuses by a specialized consultant, ServProt.

Implementation of the “salida segura” program for all preschools.

Developing key policies regarding child safety, including those for field trips, bathrooms, use of videos, among others.

Training of our paramedics with external certification by the American Heart Association.



PRESCHOOL

We introduced new projects in Cuajimalpa: Hydroponics and Audiobooks. With the Hydroponics Project, we promoted environmental care and emphasized the importance of our actions. Participants learned about the process that allows for the cultivation of food and/or plants, fostering an understanding of sustainable practices. Through the Audiobook Project, we develop verbal expression skills and confidence in children. This project helped them identify aspects that make them unique and special, enhancing their self-esteem and communication abilities.

Our Paseo students participated in an international art exchange with Korea, promoting cultural understanding and artistic collaboration.

Family Days were celebrated on all campuses, fostering a strong sense of community and engagement among our families. Additionally, we conducted one of our signature events: Pre-First's IPC Exit Points, where students proudly showcase their learning outcomes to their parents, demonstrating their growth and achievements.

ELEMENTARY SCHOOL

The annual Science Fair in Cuajimalpa was a significant event that promoted critical thinking and the exploration of various scientific concepts, broadening our students' understanding of the world around them. Another initiative, Kids in Action, involved families sharing learning opportunities and demonstrating their abilities and growth, thereby strengthening the bond between home and school education.

IPC exit points with parents in Cuajimalpa and Pedregal showcased the importance of teamwork and the transdisciplinary participation of all subjects. Parents were invited to witness how different disciplines integrate to provide a comprehensive learning experience for the students.

In Pedregal, we also organized a cooking sharing activity, aimed at promoting community, fostering interaction, and encouraging parental participation. This initiative provided a wonderful opportunity for everyone to interact, chat, and exchange ideas, strengthening the sense of community within our school.

Regarding academic excellence, Pedregal student Agustín Hernández Beltrán won the first stage of the Olimpiada del Conocimiento competition and secured second place in the regional finals, a testament to his hard work and dedication.





MIDDLE SCHOOL

This school year several department fairs took place, including STEM Week, the MathCounts Competition, the Feria de Estudios Sociales, and the Languages & Lenguas International Book Day. These events provided students with hands-on learning experiences across various disciplines. Additionally, the launch of What-I-Need (WIN) blocks, Passion-Based Classes, and Online Fridays Global Perspectives Workshops offered personalized learning experiences tailored to student interests and passions.

We piloted an agreement with the Victoria School District in British Columbia, Canada, allowing our Middle School students to attend a quality public school environment for a year, hosted by local families, all at approximately one-third of the cost of a traditional boarding school.

HIGH SCHOOL

The trip to Germany -now a tradition for our 10th-grade students- had 38 students (83% of the class) participating. This trip concluded their two-year IGCSE program and included activities related to History, Global Perspectives, Design and Technology, and Environmental Management.

We are also excited to report a significant increase in 10th-grade enrollment for the 2024-2025 school year, with a class size of 65 students, marking a 41% increase from the current school year. This growth reflects the rising recognition of our school's academic excellence and supportive environment. The larger class size brings diverse perspectives and talents, enriching the learning experience for everyone.

SPORTS AND EXTRACURRICULARS

We launched new extracurricular activities in Cuajimalpa, including LEGO building, chess, and dance, which were received with great enthusiasm from our young learners.

Local leagues:

Cuajimalpa teams participated in the following competitions, obtaining outstanding results:



SOCCER: 23 out of 28 teams ranked in the first four places in the three different local tournaments.



BASKETBALL: eight out of 11 categories in the first two places in the two local leagues we compete in.



VOLLEYBALL: three of five teams in the first three places in the local league.



GYMNASTICS: Only school affiliated to the national gymnastics federation, with national finals ranking with more than 15 gymnasts.



JAZZ DANCE: Zone and national champions in Junior Kids and big kids categories.

The Association of American Schools in Mexico, organizes tournaments among the 21 school members. Below is a list of the Cuajimalpa achievements:



3rd place nationally in volleyball.



Winners of two national sportsmanship trophies (soccer and basketball) - awarded to the teams that showed the most attachment to the philosophy of ASOMEX schools.



Swimming: 13 medals of which 9 first place, 2 second place and 2 third place in different styles with 3 swimmers.

Jaguar Cup: held at the American School JFK in the city of Querétaro.

Soccer: Category 2010 (6th and 7th grade) men's and women's champions and runners-up.

Basketball: Category 2010 and 2011 (6th and 7th grade) champions and third place.

Dance Interschools contest

Junior kids (Grades K3 to 2) and big kids (Grades 3 and 4) obtained the zone (CDMX and State of Mexico) and national championship; obtaining, additionally, the highest score and winning the best scenery, best costumes and best cheer categories.

First Peterson Gymnastics Competition

More than 80 gymnasts from four schools and gymnastics clubs participated in the artistic gymnastics competition, with judges from the federation and smart media technology to report the results.

Renewal of Gymnastics Materials

A major lot of equipment was purchased for the Pedregal gymnastics locations, greatly strengthening their offerings. For Cuajimalpa, the first stage of renewal of pads and other equipment was implemented.



OUR PASEO STUDENTS PARTICIPATED IN THE FOLLOWING COMPETITIONS:

Gymnastics

- NACH Texcoco Cup, most of our student athletes placed in 1st and 2nd place.
- Puma Cup (UNAM), most of our student athletes placed in 1st and 2nd place.
- 1st Puma National Ranking, 4th and 5th place with two Pre-First students.
- National Aerobic Gymnastics in Xalapa, Veracruz, three Paseo students represented Mexico City.

Chiquitennis

- 2nd place in the XXXI Chiquitennis Tournament, K3 student.
- 1st place in the XXXII Chiquitennis Tournament, K3 student.

OUR PEDREGAL STUDENTS PARTICIPATED IN THE FOLLOWING COMPETITIONS AND ACTIVITIES:

Gymnastics

- NACH Texcoco Cup, most of our student athletes placed in 1st and 2nd place.
- Puma Cup (UNAM), most of our student athletes placed in 1st and 2nd place.
- 1st Puma National Ranking, 6th place in duet modality with 2nd grade girls and 8th place in trio modality with 2nd grade girls.
- National Aerobic Gymnastics in Xalapa, Veracruz, seven Pedregal students represented Mexico City.

Local leagues:

- Soccer: 4 of 6 teams positioned in the first 4 places of the league
- Basketball: 2 teams in the top 2 places in the league.

Art:

- Participation in the contest Catalog by the UNAM: “Infancias que miran al suelo” (we were in the first 20 places).
- Winners of 2nd and 4th place in the “paint and protect” contest organized by CORENADR.

Music:

- Concert at the Museo del Carmen with the participation of more than 25 children playing violin, percussion, guitar and piano.



Class of 2024



UNIVERSITIES IN MEXICO

CENTRO
UDEM
Universidad Anáhuac
Universidad Iberoamericana
Tec De Monterrey

UNIVERSITIES IN THE UNITED STATES

Berklee College of Music
New York Film Academy
Texas Christian University (TCU)
University of Arizona

UNIVERSITIES IN THE REST OF THE WORLD

IE University (Spain)
Universidad Católica Argentina
Universidad de San Andrés (Argentina)
Universiteit Leiden (Netherlands)



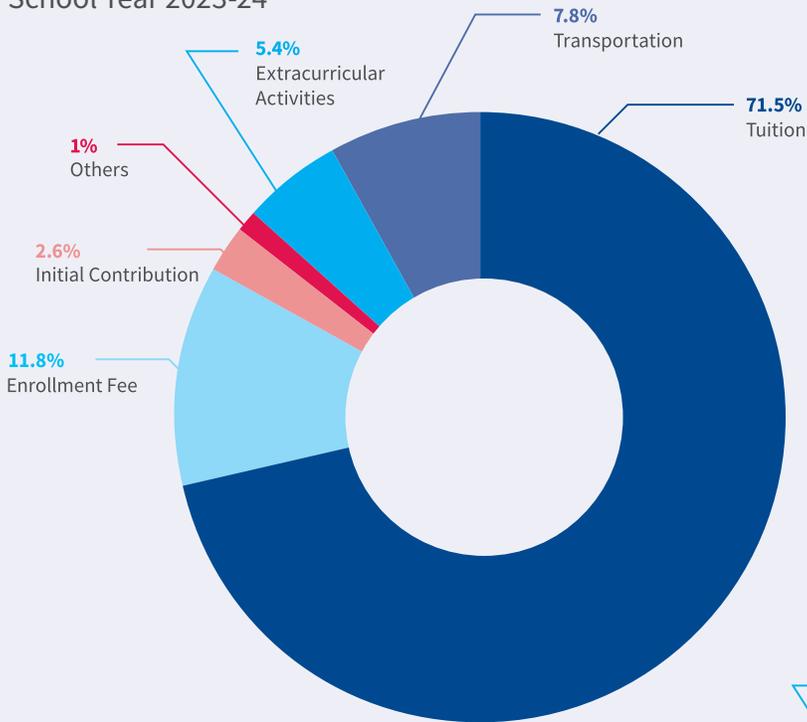
Financial Facts

Peterson Schools receives income from tuition and registration, bus service, summer camp, and extracurricular activities, among others. This income goes into a general fund, which supports the school wide operations, such as, compensation and fringe benefits, school materials, school transportation, etc.

Other income includes the initial contribution and donations, which are used for capital investments principally in buildings and ground improvements, as well as to fund scholarships. Sponsorships, as well as other forms of support from individuals and companies, are used to underwrite community events.

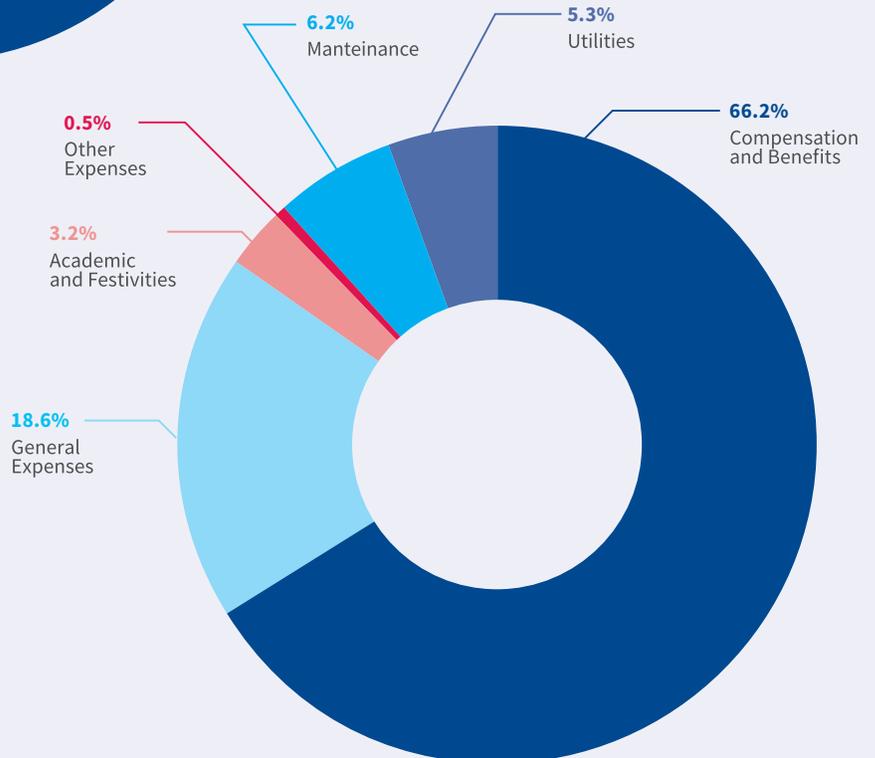
TOTAL INCOME

School Year 2023-24



TOTAL EXPENSES

School Year 2023-24



Social Impact

Peterson Schools is much more than a school, we are a community. Our goal is to support our institution's annual projects together, as well as other external organizations as part of our social impact program, underscoring our school's dedication to making a positive impact beyond the classroom.

We want to empower our community members to be positive agents of change through various projects, such as:

A. ESCUELA PROMESA: RECYCLING PROGRAM

Peterson Schools is a member of Escuela Promesa, an educational program promoting environmental culture in schools across Mexico.

Once a month, representatives of Escuela Promesa visit each of the Peterson Schools' campuses to collect recyclables deposited by students, staff and parents.

B. ESCUELA FEDERAL INVESTIGACIÓN EDUCATIVA

With the aim of providing the students of the neighboring Public Primary "Escuela Federal Investigación Educativa" with essential technological tools, we have made significant donations of computer equipment over the years. In August 2017, we made our first donation, delivering 25 iMac computers. Later, in October 2020, we reinforced our commitment with a second donation of 12 iMac computers. This year we upgraded the original 25 computers to extend their useful life.

C. WINTER BASKET CAMPAIGN

The work performed by our cleaning and maintenance staff is much more relevant than we often think. Although their labors are discrete, thanks to them we can offer our students and teachers impeccable facilities they deserve. As a way of recognizing and appreciating their efforts, we annually hold a collection to put together winter baskets of basic consumer goods for the end-of-year holidays. These baskets have been of great assistance to our employees' family economies.

D. "CAMELLONES"

Peterson Schools has adopted two parkways located in the Álvaro Obregón and Miguel Hidalgo neighborhoods. This involves the constant maintenance of them so that the green areas are protected and well cared for.



E. "BRINCANDO POR TI"

The organization "Brincando Por Ti" seeks to bring children closer to different social causes while promoting physical activity, inviting participants to jump rope to raise funds.

Brincando por ti, in its second consecutive year, achieved an impressive 134,483 jumps, which means 120 more jumps on average per student than last year. A total of \$197,029 pesos were raised in favor of the Fundación Juntos para el Bienestar de los Niños con Cáncer, I.A.P., which means an increase of 17% over what was raised the first time, and these funds came from a universe of 183 donors. With these incredible statistics we confirm the empathy, solidarity and active participation of our Peterson community for the benefit of the most vulnerable.



F. CREATIVITY ACTION AND SERVICE (CAS)

As part of the IB program requirements, students are required to complete social responsibility activities. This school year, the projects our students participated in are the following:

- Operación Abrigo
- Juguetrón
- Zapatón
- Toy Library for the Community of Conejeras in the State of Mexico
- Donations for Acapulco along with Cadena



Community Events

SIX FLAGS DAY

This is one of the most eagerly awaited annual events by all of our students, no matter their age. They and their families have the chance to enjoy all the attractions with the park being closed to the public. Therefore, there are no lines and the fun for all members of our community is multiplied. More than 3,500 people were able to attend and make the best of this experience. With the funds raised this year, we donated a percentage to Cruz Roja Mexicana for the reconstruction of Acapulco after the Otis hurricane and could collaborate with a small amount to two school projects such as the new sports facilities in Pedregal and the new Preschool and MPC in Cuajimalpa.

VIKING RUN

Our annual run is another big event for the Peterson Community. Not only it is much fun, but also participants show up with the attitude of improving their running times and promoting physical activities as part of a big family.

Chapultepec, Parque La Mexicana, we don't know where our next spot will be, so stay tuned. More than 1,000 people participated in this run, most of them as runners but also parents, allies, and sponsors who supported us with their time and resources. We were able to raise money to make this event self-sustainable but also for the already mentioned school projects like the new gymnastics area and basketball court in Pedregal and the new coming buildings in Cuajimalpa. Additionally, we donated a part of these funds to Edupam, an organization that works for the education of more girls and boys in vulnerable areas in Mexico.

GARAGE SALES

A culture of recycling and environmental consciousness is important to the Peterson Community. As we promote this value everywhere we can, these garage sales provide an important effort from members of our community. We raised more than \$115K MXP this school year for our Parents Associations projects and also to support Edupam programs.



ALUMNI COMMUNITY DAYS

We invite all our former students to gatherings during the school year, to encourage them to continue as an active part of our community. One event was held in the south area of the city and another one in the west, re-engaging more than 150 people; alumni, former teachers and staff.

LEGENDS CUP

This soccer tournament provided a fun occasion to show our sports spirit. Alumni, Parents and Employees participated with great energy and enthusiasm.

All of these initiatives and events would not have been possible without the support, help and commitment of all our volunteer parents, students, employees and the strong organization demonstrated by the Parents Associations achieving such outstanding results.



Sponsors and Donations

The income Peterson Schools receives through traditional means such as tuition and enrollment fees goes directly to the operational expenses. In order to continue with our mission and remain an avant-garde, innovative school, we need extra funds to have state of the art facilities, offer constant training to our faculty

members, get the best materials for our students, and to offer scholarships to retain valuable members of the community. These are also important to support our community building events to avoid having to distract tuition resources for them.

Accordingly, the support of the Peterson community and friends is essential. No matter the size of the gift, it will truly impact our students in a very positive way.

As a non profit organization Peterson Schools accepts donations from individuals, businesses and sponsors in order to further promote school improvements and/or

provide scholarships. Both monetary donations and donations in kind are more than welcome.

We would like to thank some of our sponsors for believing in our mission and supporting our projects:



