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**Little Things Matter Foundation Expands Impact with New Sister Organization in Mexico**

Little Things Matter has announced the creation of Las Pequeñas Cosas Importan, a new non-profit organization serving the Otomí indigenous rural community of San Miguel Viejo, Mexico. Las Pequeñas Cosas Importan, being chartered in Mexico, will serve as a sister organization to the U.S.-based Little Things Matter Foundation. Each organization will have independent boards but work collaboratively to achieve a shared mission—creating opportunities and well-being in underserved communities.

Las Pequeñas Cosas Importan will acquire the operations of Ojalà Niños, an organization that has supported children's educational and enrichment activities in San Miguel Viejo since it was founded by Elsmarie Norby in 2010. All Ojalà Niños resources and responsibilities will transition into this new entity. Little Things Matter Foundation has partnered with Ojalà Niños for many years to fund and further numerous projects that lift the children and families in this community.

"Our desire to build capacity and grow support in more meaningful ways led us to create this new non-profit," said Debora Annino, Co-founder and President of Little Things Matter Foundation and new Board Chair for Las Pequeñas Cosas Importan. "We believe that its formation will provide deeper resources to reach more children and families, providing them with important life-giving programs."

The new organization will continue to offer educational and enrichment activities under the name of Ojalà Niños for children of all ages, including lessons in art, music, literature, health, environment, organic gardening, English, computers and sports. Las Pequeñas Cosas Importan will also sponsor a summer camp, a monthly kids' club and critical mother and teen programs. Plans call for developing secondary school and college scholarships. Additionally, the organization will have programs for the extended community, including a women's cooperative, a sewing atelier and various skills training and support groups.

“Since the first day Elsmarie Norby opened her gate to the children in San Miguel Viejo, Ojala Niños has worked tirelessly to provide critical learning programs for San Miguel Viejo and maintain the essential community center,” said Bárbara Rueda, Executive Director of Ojalá Niños. “We see great potential in joining efforts and partnering with Las Pequeñas Cosas Importan to create a more significant impact.”

A capital campaign is underway to fund a building that will house activities on land owned by the organization in San Miguel Viejo. When completed, this space will provide outdoor and indoor classrooms, organic gardens, play area, a community theater and a gallery to showcase the hand-crafted products made by the community.

The Otomí community in San Miguel Viejo has been historically under-resourced and marginalized. These non-profit organizations have been set up to offer support and enrichment to youth who commonly drop out of school before the 7th grade and the broader community who lack resources more commonly available elsewhere.

“We are thrilled to embark on this transformative journey with Ojalá Niños, ushering in a new era of growth and sustainability in the heart of San Miguel Viejo,” said Jodi Pincus, Board Chair of Ojalá Niños. “The merger with Las Pequeñas Cosas Importan marks a pivotal moment, ensuring that Ojalá Niños can continue its vital mission and elevate its impact by delivering enhanced services to the children and community we passionately serve.”

Las Pequeñas Cosas Importan's sister organization, Little Things Matter Foundation, is a U.S.-based 501c3 created to fund small but powerful initiatives. Its mission is to create opportunities and well-being through small-scale, project-based investments to empower Latino communities. It was established in 2016 by Barry and Debora Annino, who had worked with Elsemarie Norby, founder of Ojalà Niños, to organize a tennis camp for San Miguel Viejo youth a decade ago. Seeing a greater need, Barry and Debora founded the Little Things Matter Foundation and partnered with Elsemarie to fund other projects in the Otomí community. Barry was diagnosed with Stage IV cancer in 2016 and died in 2018. Debora, who divides her time between San Miguel de Allende, Mexico and Dallas, Texas, continues his legacy with her work on Little Things Matter Foundation and Las Pequeñas Cosas Importan. For more information on Little Things Matter, visit <https://www.littlethingsmatter.net/>