

"People think that just being at the border, it's wild, and it's crazy, and it's violence. But no, there's a lot of good things happening."



SOCIAL INVESTMENT PROFILE: LUIS TORRES

Name Luis Torres

Position President of Fundación del Empresariado Sonorense (FESAC)

"What's in a name" FESAC represents the Fundación del Empresariado Sonorense. (Translation: the foundation of Sonoran businesses.) FESAC is rooted in the southern tip of Nogales, Sonora. Within the walls of the tiny office, FESAC directors and employees seek potential **donors** who can **invest** in non-profit organizations.

Think of it as a relay race: FESAC takes the baton from one runner and figures out the most responsible, efficient, and ethical way to transfer it to the next runner.

What brought you to Nogales? Luis grew up in Nogales, Sonora— a smaller, quieter one than the booming Nogales that exists today. For him, being a kid in Nogales meant basketball games, Nintendo, and spending early mornings watching Mr. Rogers. "It was a very Americanized way of living and watching just TV and having fun," Luis remembered. The sister city of Nogales, Arizona sat close by. Back then, phone calls to friends living across the border were free of any international charges— one of the perks of living in a border town. "We got all these amenities that the rest of Mexico didn't have," Luis added.

And school was just a quick car ride across the line. Luis, along with most of the kids in his neighborhood, piled into a carpool each morning to attend Catholic school in Nogales, Arizona. "It was a normal routine for us," Luis explained.

An average day in FESAC Though Luis works as the president of the FESAC board, he also runs an accounting firm in Nogales, Sonora, where he works with American companies that function in Mexico. "Most of my days are either at the office looking at numbers, doing financial statements, reviewing work for my employees, going after new clients," Luis explained. "So that's basically the normal life of an accountant fighting with a government."

**What does social
investment mean
to you?**

Among other organizations, FESAC partners with ARSOBO, a non-profit that provides people throughout Mexico with subsidized prosthetics, wheelchairs, and hearing aids. But ARSOBO doesn't stop there: the organization also provides training and employment to workers who have disabilities. For Luis, a program like ARSOBO is a perfect example of FESAC's mission to create growth in Nogales.

"You can give a fish to somebody and he'll eat for an hour. If you teach him how to fish, he'll fish the rest of his life," Luis explained. "And that's the big difference between social investment and just giving people a donation."

If you would like to donate to cross-border social projects (NGOs) in the FESAC-BCA borderlands network, please visit our website at www.bordercommunityalliance.org/donate or give us a call at (520) 398-3229