

# Confie Donates 708 Toys to Bring Joy to Vulnerable Children This Three Kings Day

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Tijuana, Baja California — **January 6, 2025** — Confie, a Tijuana call center division of **Confie**, the largest independent personal lines agency in the U.S, announced the donation of **708 toys** to children in vulnerable situations across Tijuana and Mexicali. This initiative, part of the local annual **Juguetón campaign**, culminates with the delivery of gifts on **Three Kings Day**, a cherished holiday in Mexican tradition.

“At Confie, we believe in giving back to the communities at every chance we have,” said Santiago Cordero, General Manager and Vice President of Confie. “The Juguetón campaign is one of the many ways we aim to bring joy and hope to those who need it most.”



This contribution reflects Confie’s broader commitment to supporting vulnerable populations. Highlights of the company’s social initiatives in 2024 include:

**Supporting Vulnerable Youth:** Donations of **\$44,674.64** to Niños con Fe and **\$119,717.84** to Casa Hogar Lirio de los Valles provided critical resources for children and teenagers, including education, healthcare, and shelter.

**Empowering Education:** Confie awarded scholarships to its employees and donated 20 desks to a local high school, benefiting **50 students** and enhancing learning opportunities.

**Community Engagement:** The company supported over **100 families** through its Adopted Park program and provided **200 meals** to women cancer survivors during a Breast Cancer Awareness event.

Through these efforts, Confie has solidified its position as a socially responsible organization dedicated to creating a lasting positive impact in the regions it serves.

If you are interested in learning more about Confie's community initiatives and how you can get involved, visit [www.confie.com](http://www.confie.com).

## About Confie

Confie started its operations in Tijuana, Baja California, México, in 2011, when Confie, the largest independent personal lines agency and broker in the U.S, acquired Seguros Sin Barreras and transitioned support operations and administration to Tijuana. Over the ensuing years, the company moved to a brand-new facility in the financial zone of Tijuana in 2016. Today, Confie has more than 1,500+ employees. Confie serves all 50 states in the U.S. For more information please visit [www.confie.com](http://www.confie.com).



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Bld. Sánchez Taboada #9589 Int 201, Zona Urbana Río Tijuana, Baja California 22010  
Main: 800-607-0017



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