



#GOMUJERES 2019

A DIGITAL MOVEMENT
FOR GENDER EQUITY
ACROSS THE AMERICAS

HIP

HISPANICS
IN PHILANTHROPY
The power of giving and connecting

HIPGIVE

LETTER FROM HIP'S DIRECTOR OF GENDER EQUITY



Dana Preston
Gender Equity Program Director
Hispanics in Philanthropy

Dear *Colegas*,

As Director of HIP's Gender Equity Program in the Americas, I am constantly looking for innovative ways to support the resiliency and autonomy of our nonprofit partners. For the past 30+ years, HIP's usual recipe has been a combination of regranteeing, responsive capacity strengthening processes, field building and donor education. And in 2014, HIP recognized the importance of going digital to boost these efforts. We created HIPGive, the first bilingual crowdfunding platform exclusively for nonprofits in the Americas that builds digital capacity of our network of partners, increases visibility for their work and last but not least, channels dollars to them through individual and institutional donors. Ultimately, HIPGive has allowed us to contribute to democratizing philanthropy by going digital and activating a movement of engaged individual philanthropists across the Americas.

So when I was only a couple of years into managing our growing women's rights program in Mexico, I saw an opportunity to bring the potential of HIPGive to my work. We mixed in an emblematic international date, March 8 International Women's Day, to create what has become one of HIPGive's most successful campaigns to date: #GOMujeres. Here are a few things I've learned after four years:

#GOMujeres offers a digital platform for female grassroots organizing and fundraising. This is especially relevant for collectives and small nonprofits which often lack access to traditional funding sources. Crowdfunding dollars resource their work and help them start building financial sustainability.

#GOMujeres promotes South-South giving. With each campaign, we've seen donations come in from Mexico, Guatemala, El Salvador, Costa Rica, Colombia and Bolivia. Building local philanthropy in Latin America is a slow process with structural barriers, however we believe its key to the future sustainability of nonprofit partners in the region.

#GOMujeres is a growing digital space for feminist agendas and voices in the Americas. Each year, the campaign microsite becomes a window into the diverse and intersectional agendas affecting women and girls across the Americas. Through HIP and HIPGive's networks, these feminist agendas gain visibility in a more mainstream space.

And the quantitative results are impressive as well:

POWER: More than 130 participating women-focused organizations with greater digital, resource mobilization and communication skills.

RESOURCES: Over \$200,000 USD channeled to the women's rights movement across the Americas thanks to 2,000+ individual donors.

VISIBILITY: Over 1 million people have been reached by #GOMujeres online.


I can't think of a better way to sum up the exciting potential of #GOMujeres for the women's rights movement in the Americas than to leave you all with a reflection from one of its participants.

"In the current context, there is a growing need to re-think, find, and work through strategies that help combat inequality, exclusion, and the violence that affects us. Crowdfunding is a demanding strategy, but at the same time an exciting one, because it invites everyone in society to be a part of the solution and not part of the problem."

-Las Enredadas, Nicaragua

In the following pages, you'll have access to results from our most recent 2019 #GOMujeres, as well as cumulative results from the past four years. My hope is that it informs grantmakers and foundations looking to harness the power of digital tools and platforms to effectively support their nonprofit partners, while also contributing to a stronger movement of individuals and institutions committed to investing in women's rights and gender equity.

In solidarity,



Dana Preston
Gender Equity Program Director
Hispanics in Philanthropy
September 1, 2019



WHAT IS #GOMUJERES?

#GOMujeres is a digital movement in which funders, nonprofits and donors come together to strengthen the women's and girls' movement in the Americas. Celebrated annually on March 8th, it is an innovative campaign that amplifies the voice of the movement and enables organizations to raise valuable funds online. Working together we:

01
Build a **powerful movement** to advance the rights of women and girls.

02
Boost a **sense of solidarity** between organizations in the women's rights movement.

03
Increase their capacity to **mobilise funds from individual donors** and build communities online.

04
Bring new meaning to **March 8th, International Women's Day**.

WHY WE NEED #GOMUJERES

Women's and girls' organizations are carrying out essential work to guarantee their rights and opportunities, but they need more funds, especially in Latin America and the Caribbean.



23%

women and girls



2.5%

of funding goes to projects
in the Caribbean

9.5%

of funding goes to projects
in Latin America

HOW DOES #GOMUJERES WORK?



THE CHALLENGE

Organizations in the women's rights movement need resources to carry out their work and elevate their impact.

#GOMUJERES PROVIDES



Bilingual easy-to-use crowdfunding platform.



Communications campaign focused on March 8th, International Women's Day.



Matching funds to incentivize online donations.



Training and one-to-one guidance on how to coordinate a successful crowdfunding campaign.



ORGANIZATIONAL IMPACT

Forming part of a regional movement increases motivation.

Improved digital marketing skills.

Increased exposure to current and new audiences.

Income diversification.

Acquisition of new individual donors.

Peer-learning and knowledge exchange.

COLLECTIVE IMPACT

The women's and girls' movement in the Americas gains greater visibility, a stronger voice and more funds to continue championing gender equity.



HOW DOES #GOMUJERES WORK?

From recruitment, matching funds provision and right through to training and coaching, #GOMujeres is based on teamwork between HIPGive, philanthropic allies and participating organizations, so that we can go further together.



*HIPGive offers much more than other platforms.
The trainings were among the most important features.*
- Ondine, Director, Mujeres Aliadas

#GOMUJERES: FOUR YEARS STRONG

Since our first campaign on March 8th 2016, #GOMujeres has generated a movement of funders, nonprofits and individuals that keeps on growing.

4

#GoMujeres editions

Three on March 8th, International Women's Day, and one on November 25th, International Day for the Elimination of Violence against Women



4

philanthropic allies

Their support and investment power the movement



130

 nonprofits

12

 countries

Argentina, Chile, Colombia, Costa Rica, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Peru, USA, Venezuela



\$208,914

Invested in the rights of women and girls across the Americas. Includes \$50,000 in matching funds

2,000+

individual donors

\$70

Typical donation amount

REPEAT USERS

16% of organizations have participated in more than 1 #GOMujeres campaign, 6% have participated in 3 to 4 campaigns!

2019 RESULTS



#GOMUJERES 2019 RESULTS

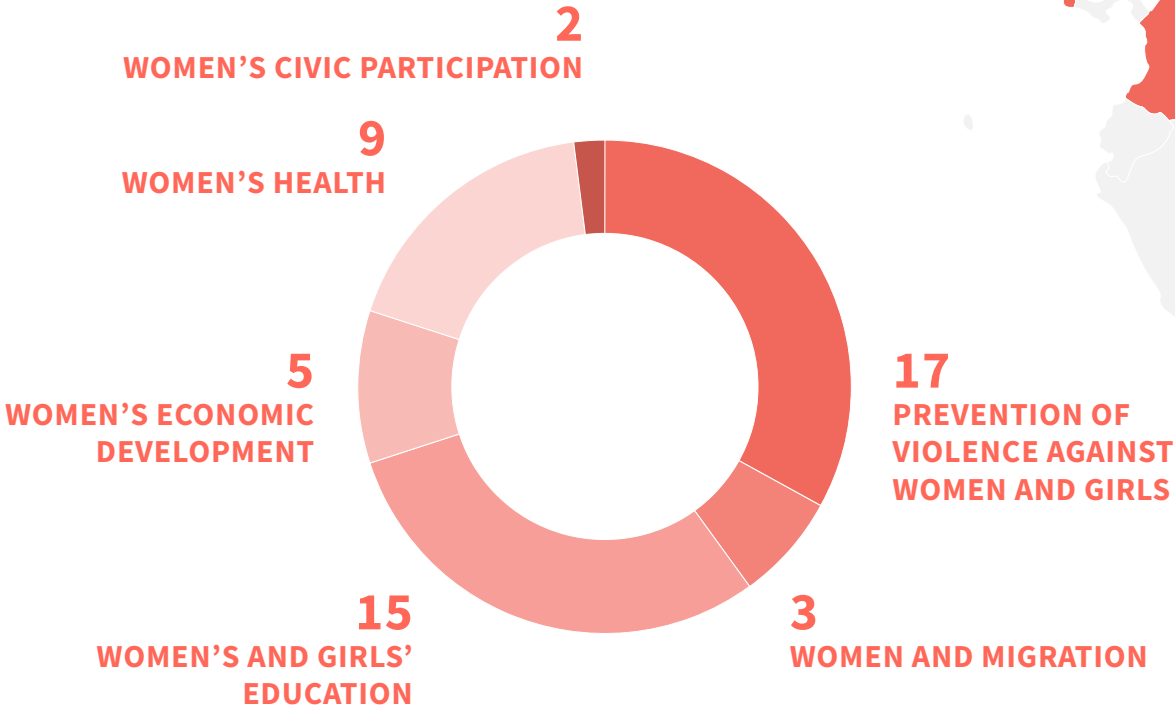
51 participating nonprofits from **8 countries** meant #GOMujeres 2019 was the largest and most diverse yet.

Matching funds were offered in three regions: **\$10,000 for Mexico**, **\$10,000 for Guatemala** and **\$10,000 for the US and the rest of Latin America**.

NUMBER OF PROJECTS PER COUNTRY

- CHILE - 1
- COLOMBIA - 6
- COSTA RICA - 1
- GUATEMALA - 5
- HONDURAS - 2
- MEXICO - 19
- USA - 16
- VENEZUELA - 1

PROJECT TOPICS

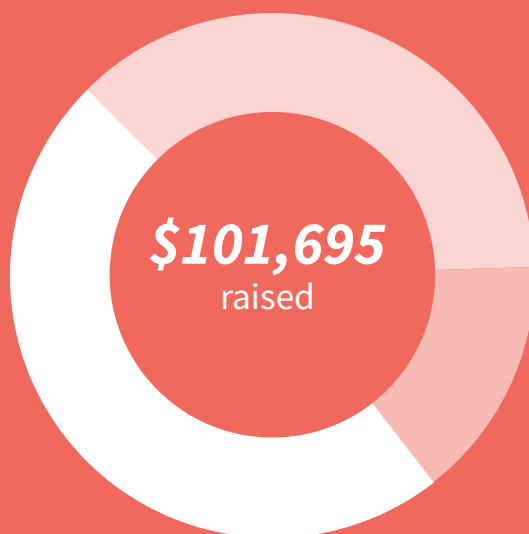


#GOMUJERES 2019 RESULTS

#GOMujeres 2019 broke records

with more donors giving more generously than ever before. Most of them were women!

Mexico
\$42,111
298 donors



Guatemala
\$25,977
97 donors

US and Latin America
\$33,607
218 donors



\$30,000 in matching
funds divided into
three regions.



613 donors -
70% were women.



The typical donation
was \$57.



17,943 visits to the
website and individual
project pages.

1 million #GOMujeres
impressions in social
media!



1 in 5 nonprofits
reached their
crowdfunding goal.



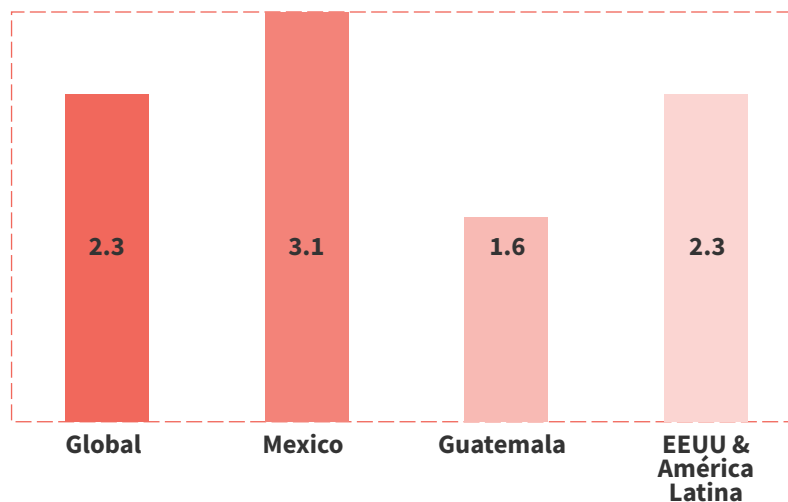
Donations came from
Mexico, USA,
Colombia, Guatemala,
Costa Rica, Bolivia
and Spain!



#GOMUJERES 2019 RESULTS MATCHING FUNDS

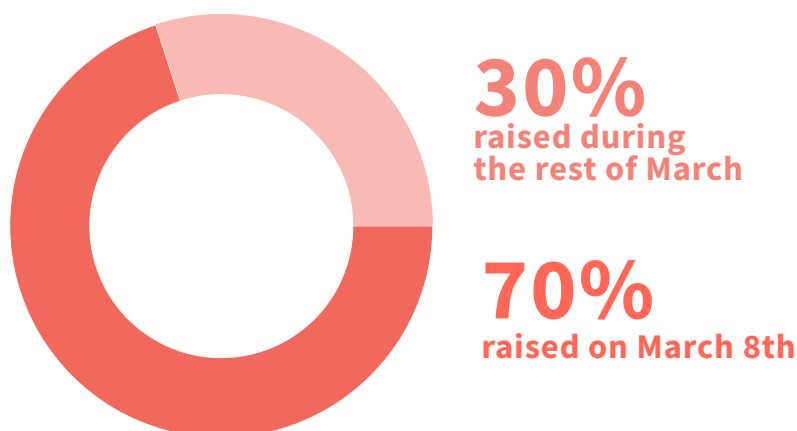
The opportunity to have donations matched on a day as significant as International Women's Day was a strong driver of nonprofit recruitment and played a large role in encouraging individual donors to give online.

54% of nonprofits* indicated that the **matching funds were their principal motivation** when deciding to join the movement.



For each dollar that funders invested in #GOMujeres, participating nonprofits leveraged 2.3 times more. The effect was most notable in Mexico.

The combination of International Women's Day and the matching funds meant that 37 organizations raised \$70,468 on March 8 alone.



**Organizations that participated in the exit survey*

KEY FINDINGS

#GOMujeres 2019 channeled over \$100,000 in donations to the women's and girls' movement in the Americas, and demonstrated what we can achieve when we work together.

Increased Participation

51 nonprofits promoted their projects focusing on women and girls on HIPGive in March 2019, compared to an average of only 2 projects women's and girls' projects in any other given month.

Innovation in Fundraising

More and more nonprofits employed new communications strategies using social media, messaging and phone calls, as well as experimenting with peer-to-peer ambassadors.

Success Rate

1 in 5 nonprofits achieved their crowdfunding goal, compared to 1 in 9 nonprofits that do so during the rest of the year.

Women Giving to Women

70% of all donors were women.

Matching Funds Leverage

For each dollar that our philanthropic allies invested, participating nonprofits raised 2.3 times more.



"#GOMujeres creates the same effect as #GivingTuesday, but specifically for the benefit of the women's and girls' movement in the Americas."

Dana Preston
Gender Equity Director
Hispanics in Philanthropy

MORE THAN MONEY

Crowdfunding isn't just about the funds, it's about the crowd and the people who make it happen. Over and over again nonprofit staff referred to the additional benefits of participating in #GOMujeres.



Increased motivation to boost the visibility of their work.



Newfound confidence to innovate in digital marketing and communications.



Commitment and active participation by board members and directors.



Acquisition of new donors.

“HIPGive contributes to the skills development and dissemination of many other organizations.

In the case of CEPIADET A.C. we were able to explore a more effective strategy for promotion and fundraising.”

Representative
Centro Profesional Indígena de Asesoría,
Defensa y Traducción A.C.



SUCCESS STORIES





Why did you decide to take part?

We didn't have any crowdfunding experience, but thanks to the trainings we began to craft some ideas about what type of project would work. The #GOMujeres model and the matching funds made it more attractive.

"We had some skills but this definitely challenged us to build our capacity. You have to learn by doing!"

Thank you to Ondine Rosenthal, Executive Director, for sharing her experience.

How would you describe your experience?

March 8th was very important. Everything was flowing, we had donors from Australia and China and we reached \$4,500 in just one day!

How did you promote your project?

Our strategy was to tell stories, use the testimonies of the women. We made a series of phone calls to help guide people through the donation process; they were afraid at first but they soon saw it was quite simple.



Why did you decide to take part?

HIPGive is inexpensive, user friendly. It's a platform that's aligned with our value system. At times, we've struggled with capacity to execute great fundraising ideas, so #GOMujeres is a way to get most bang for our buck.

"Matching funds really have lifted up our organization's capacity for grassroots fundraising."

Thank you to Susy Chavez y Rochelle Martin from California Latinas for Reproductive Justice for sharing their experience.

How would you describe your experience?

Working on crowdfunding campaigns has really changed how we think about fundraising. It was exciting, contagious and inspiring to see the donations come in.

How did you promote your project?

Our campaign focused on an easy ask and we tried to make clear what the money was going to be used for. We used a lot of storytelling, working from the initial question, "What is the compelling story about what we're doing and why we're doing it?" And we worked hard as a team. Everyone has to be hands on!



“HIPGive offers bilingual reach, strategically looking at Hispanic audience, it’s a more culturally conscious way to think about fundraising.”

Thank you to Julia Pretsfelder,
Communications Director at
Asociación Cojolya de Tejedoras Mayas

Why did you decide to take part?

I liked that #GoMujeres had a thematic structure that lets you learn more about other women's organizations and projects supporting Latinas. There were also a lot of great resources, especially the webinars.

How did you promote your project?

We sent out emails, and I did a lot of work on social media to get our story and message out there. We sometimes have trouble finding new donors, so I was really happy to find that there were at least 4 new donors that found us through HIPGive and their support of #GoMujeres projects. I had no idea who they were!

How would you describe your experience?

There are many weavers' collectives out there, and this project helped me, as a communicator, focus on what makes Cojolya distinctive in its multi-generational, local work. That being said, I think we could try another focus for a project next year. I think that funding something like weavers' medical care could resonate more with donors who maybe aren't invested in arts or maintaining indigenous language.

PHILANTHROPY THROUGH THE LENS OF GENDER

The time is now. With women's wealth and influence climbing, now is the time for women's philanthropy to reach its full power and potential.

Women's Philanthropy Institute, 2019.

#GOMujeres is about empowering women's and girls' nonprofits to diversify and grow their income. It's also a space where women take a lead role as donors and philanthropists.

Since 2016, 72% of donors to #GOMujeres projects have been women and their contributions keep growing.

Thank you to our allies for their generous support of #GOMujeres:



"Foundations should make grantees of all sizes and shapes aware that building a base of individual supporters is important to their sustainability.

Digital fundraising can provide critical flexible support. It's hard work and new terrain for many local groups, but every bit counts and building the donor base happens little by little.

It's exciting to see local organizations making a difference in women's and girls' lives by successfully raising donations for high-impact projects and we are proud to have provided support for this effort."

Kathy Hall, Equality for Women and Girls Program Director, The Summit Foundation

GET INVOLVED: THE FUTURE OF #GOMUJERES

By working together we can strengthen the women's and girls movement in the Americas. But we need resources to build this power. Join #GOMujeres so that in 2020 we can continue to break records!



Provide matching funds.

By increasing the amount of matching funds we incentivize the participation of more organizations and strengthen the movement in new countries.

Sponsor a special campaign under the #GOMujeres brand.

You can bring the success of #GOMujeres to your portfolio of grantees, helping them develop their digital communications and marketing skills through workshops and one-on-one coaching.

Use your voice to amplify the impact of #GOMujeres.

Invite organizations in your network to take part or add your weight to the communications campaign so that we're able to encourage even more donors to give generously on March 8th.

JOIN US!

BE PART OF #GOMUJERES 2020,
THE DIGITAL MOVEMENT FOR GENDER EQUITY
IN THE AMERICAS!



FURTHER INFORMATION

Dana Preston
Gender Equity Director
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ABOUT HIP AND HIPGIVE

Hispanics in Philanthropy is strengthening Latino leadership, influence and equity by leveraging philanthropic resources, and doing so with an unwavering vision on social justice and shared prosperity across the Americas.

HIPGive was created by HIP in 2014 and is the only bilingual crowdfunding platform serving Latino non- profits in the U.S. and the Americas. Through HIPGive, organizations raise funds, gain unmatched visibility and get access to customized resources and tools for effective crowdfunding.



HIPGIVE RESULTS SINCE APRIL 2014

17

countries

+770

projects

\$2 M USD

in individual donations

15,000+

individual donors