

A DIGITAL MOVEMENT
FOR GENDER EQUITY

#GO
mujeres
2022



Results Report

HIP GIVE

by  HISPANICS IN
PHILANTHROPY



**FUNDACIÓN
MERCED**



EMPATHY
Filantropía Estratégica e Inversión Social



GOBIERNO DE LA
CIUDAD DE MÉXICO



JUNTA DE
ASISTENCIA PRIVADA



Message from our leaders

At Hispanics in Philanthropy, we are constantly innovating to support the resiliency, sustainability, and autonomy of our nonprofit partners. For the past 35+ years, HIP's recipe has been a combination of regranteeing, capacity strengthening processes, field building, and donor education.

In 2014, HIP recognized the importance of going digital to boost these efforts. We created HIPGive, the first bilingual crowdfunding platform exclusively for Latinx nonprofits that builds the digital capacity of our network of partners, increases visibility for their work, and channels resources to them through individual and institutional donors.

While HIPGive remains the first and only bilingual crowdfunding platform focused on advancing Latinx social impact projects, we are in constant evolution and expansion. The inclusion of peer-to-peer crowdfunding, recurring donations, and a platform for Latinx Giving Circles reflects our commitment to innovate and use the digital space to democratize philanthropy, shift power, and support our communities with the resources they need.

In the following pages, we share the impact and results of our most recent #GOMujeres campaign, the largest movement to inspire generous giving to Latina women and girls across the Americas. We want to acknowledge the incredible support and commitment of your organization to continue advancing gender and racial equity in the region.

Thanks to you and our community of allies, #GOMujeres has worked with more than **371** Latina women and girls-focused organizations in **7** campaigns and has raised over **\$618,348 USD** that was invested in well-being, power, and opportunities for our community across the Americas.

For next year we remain committed to democratizing philanthropy, building power, and supporting the resilience and sustainability of all our nonprofit partners.

Thanks for a great campaign, and we look forward to working with you in the years to come.

Abrazos,
Junueth Mejia
Sr. Program Manager, HIPGive
May 2022



What is #GOMujeres?

#GOMujeres is a digital movement in which funders, nonprofits, and donors come together to strengthen the Latina women's and girls' movement. Celebrated annually on March 8th, it is a campaign that amplifies the voice of the movement and mobilizes resources for Latina women and girls across the Americas.

- **#GOMujeres** is a digital movement 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 fund their work and help them build financial sustainability.
- **#GOMujeres** promotes generosity by and for Latinas. Building local philanthropy in Latinx communities is a long process with structural barriers, however, we believe it is key to the future sustainability of nonprofit partners.
- **#GOMujeres** is a digital movement for intersectional agendas and voices. Each year, the campaign becomes a window into the diverse and intersectional agendas affecting Latina women and girls. Through HIP and HIPGive's networks, these agendas gain visibility in a more mainstream space.



Why do we need #GOMujeres?



Gender inequality in the access, participation, use, and control of wealth, financial resources, and development opportunities in all spheres.



Gender digital gap in science, technology, innovation, and digital philanthropy.



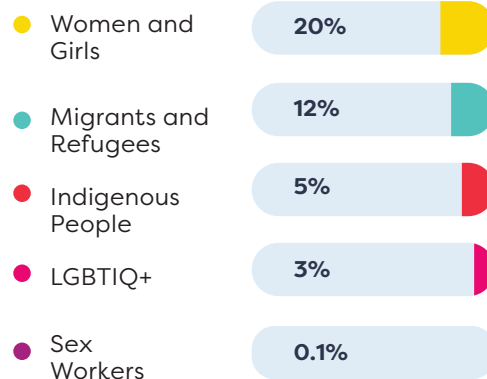
Underinvestment in women-led grassroots organizations. Irregular and dependent sources of funding.



Lack of visibility: grassroots organizations and impact projects without visibility and voice.

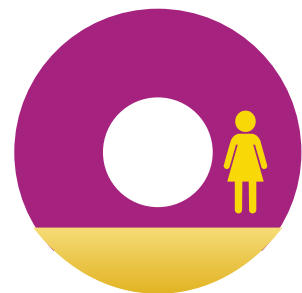
Latina women's and girls' organizations are carrying out essential work to guarantee their rights and opportunities, but they need more funds.

Foundation funding for human rights by population (% of overall \$)¹



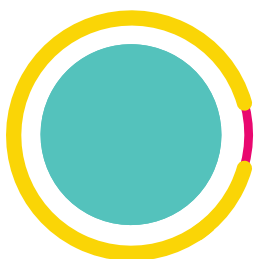
20%

Funding for women and girls



Overall foundation funding for human rights

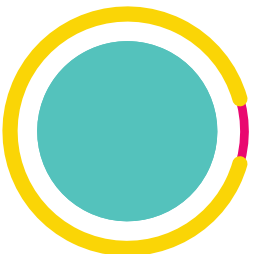
Funding for organizations serving Latina women and girls in the US



All US giving

2%

Funding for all women's and girls' organizations



All funding for women and girls of color

2.4%

Funding for organizations benefiting Latina women and girls

Less than 2% of all U.S. giving supports women's and girls' charities.

Of the \$356 million from foundations available for women and girls of color in 2017, less than \$9 million, about 2.4%, was specified as benefitting Latina women and girls. The median size of grants benefitting Latina women and girls was \$20,000 compared to a median of \$35,000 for all foundation grants.²



¹Published in 2021 by Candid & HRFN

²Pocket-Change-Latina-Subpop-Factsheet. FORMujer <https://forwomen.org/wp-content/>

How does #GOMujeres work

Inputs: what #GOMujeres provides to nonprofits



Bilingual easy-to-use crowdfunding platform.



Communication campaign focused on International Women's Day and Women's History Month.



Matching funds and incentives.



Free training and one-on-one guidance with experts.

Activities: engagement and capacity building



Mobilize allies and women-led grassroots organizations



Training on fundraising, digital philanthropy, and strategies for financial sustainability



Boot-camps, workshops, and one-on-one coaching



Incentivize donations with matching funds



Provide visibility to the movement



Outcomes for participating organizations: organizational & financial



Increased exposure to current and new audiences



Increased funds and expansion of donor base



Empowerment and knowledge sharing



Regional movement for gender equity



Improved communication and fundraising skills

Collective impact:

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

#GO mujeres 2022



**Seven
years
strong**

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

\$618,000+

raised and invested in the rights and opportunities of Latina women and girls, thanks to more than 7,500 individual donors.

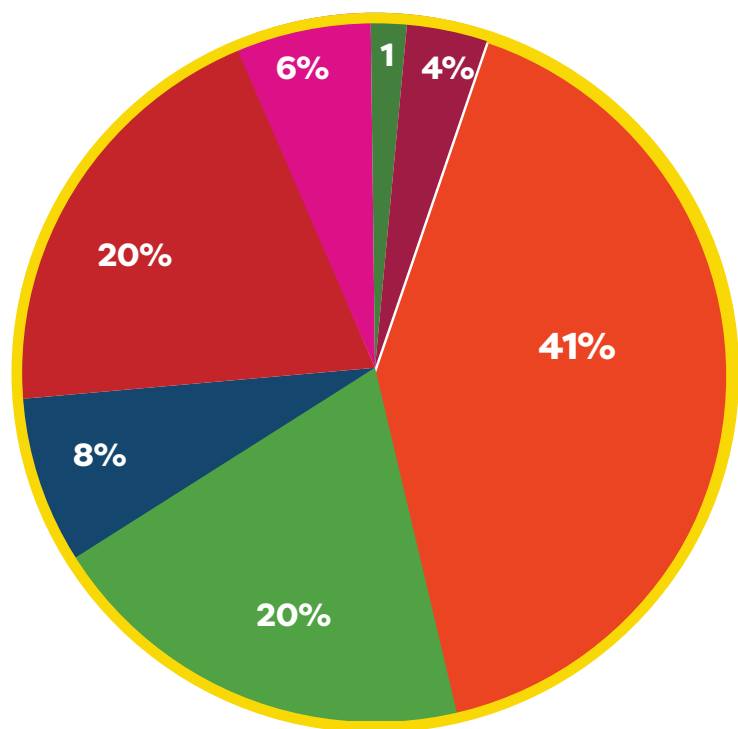
371

participating Latina women-led organizations serving indigenous women, Afro-Latinas, domestic workers, LGBTIQ+ women, migrant women, rural women, survivors of gender-based violence, young women and girls, etc.

7 #GOMujeres editions five on March 8th, International Women's Day, and one on November 25th, International Day for the Elimination of Violence against Women.

#GOMujeres 2022 Results

Project topics



41% gender equality



20% good health



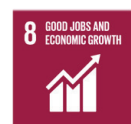
20% quality education



8% partnerships for the goals



6% reduce inequalities



4% decent work



1% climate action

80

participating nonprofits from 11 countries meant #GOMujeres 2022 was the largest and most diverse campaign so far.

\$146K

to be channeled and invested in the rights, leadership, and opportunities for Latina women and girls.

- **\$15,000** distributed in matching funds
- **\$40,000** distributed in special incentives

2,341

individual donors

\$42

average contribution

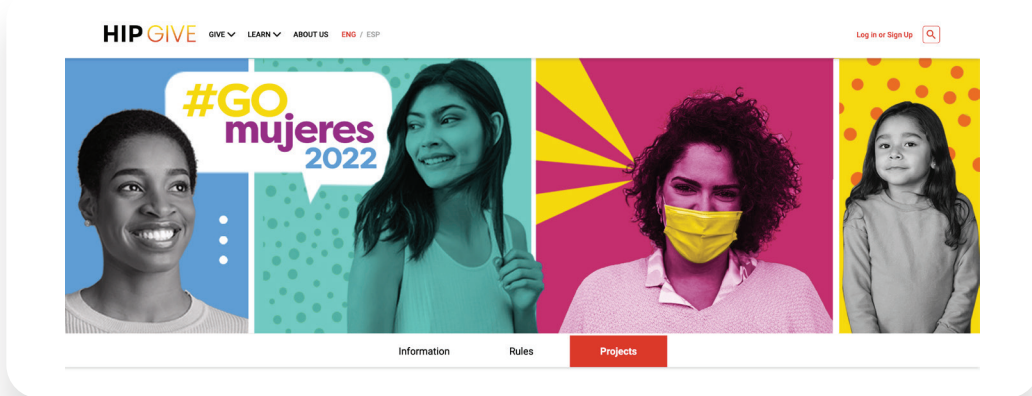
9

webinars with

670


participants

Examples of Crowdfunding Campaigns



Sustainable Women: organized domestic workers

We will make a cooperative that will allow us to improve our lives, professionalize ourselves, have social security and decent work. Support us, your donation will be the beginning of our story!



Mujeres Sostenibles: trabajadoras del hogar organizadas.

Donations Matched funds Special donations

\$165,774.21 MXN
Fundraised of \$80,000 MXN

\$110,426.25 MXN
By 135 HIPGivers

\$5,181.71 MXN
Matched funds

\$50,166.25 MXN
Special donations

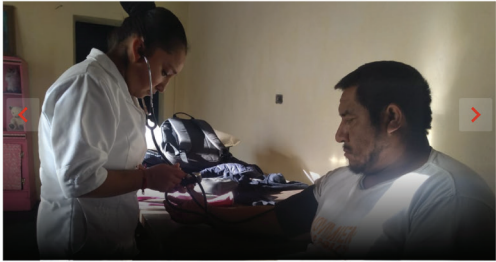
Time remaining

00 : 00 : 00 : 00
Days Hours Minutes Seconds

Thanks for being a HIPGiver

Empower young women to build healthy, bright futures through education!

Join us in giving the gift of higher education to young women from rural communities in Mexico. Educating young women builds stronger families, communities and economies.



Donations Matched funds

\$6,758.52 USD
Fundraised of \$3,700 USD

\$5,363.52 USD
By 68 HIPGivers

\$1,395 USD
Matched funds

Time remaining


00 : 00 : 00 : 00
Days Hours Minutes Seconds

Thanks for being a HIPGiver

Share this project

Support a Latina girl achieve her dream to access education!

VEA, Girls of Color Scholarship Program: Help empower and transform the lives of young Latina girls through education.



VEA Girls of Color Leaders attending the Orientation at the Ohio River Front by the Evansville Museum of Arts, History & Science!

Donations Special donations

\$6,031.1 USD
Fundraised of \$5,000 USD

\$2,644 USD
By 40 HIPGivers

\$3,387.1 USD
Special donations

Time remaining

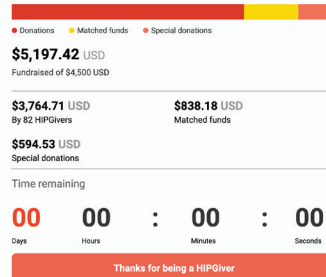
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Thanks for being a HIPGiver

Share this project

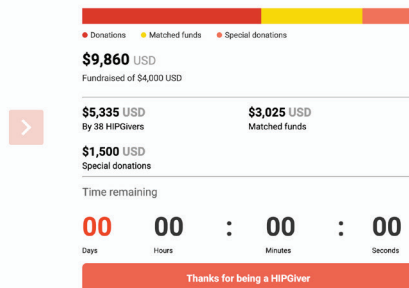
Teen pregnancy

Creating spaces for dignified accompaniment



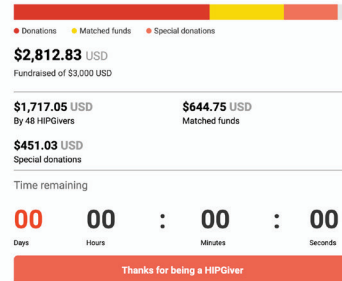
Mental Wellness in Rural Nicaragua

CREA facilitates access to mental health care in the rural communities we serve as part of its health education program. Your gift will help ensure that these services continue to support women and girls in their healing.



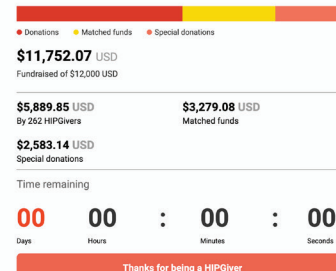
We heal together

"A good woman is a quiet woman"? No. For generations the voice of women has been suppressed to normalize violence. With your help, women victims of violence will raise their voices to carry out a community transformation and rebuild their present.



CREA: Construye, Responde, Emrende y Aprende

El cambio de una mujer es el cambio de una familia. ¡Si cambiamos a UNA familia, cambiaremos el MUNDO!



#GOMujeres 2022 outcomes



We work to remove barriers to entry while building digital skills.

#GOMujeres remains an effective vehicle for empowering Latina women-led organizations to build their digital skills and increase their income generation.

- ⊕ Campaigns are overwhelmingly led by women. 87% of campaign coordinators are women, and 65% are millennials.
- ⊕ The majority of participating organizations work at grassroots level. 60% have an operating budget of less than \$100,000 USD per year.
- ⊕ Diversifying income is a priority for many organizations. More than 75% of participating organizations receive less than 25% of their income from individual donors.

Our holistic approach to impact evaluation



While achieving the financial goal is the standard means of measuring the success of crowdfunding campaigns, as part of #GOMujeres we purposefully broaden our approach to consider the impact on skills' development and on the organizations' overall fundraising capacity in the short and medium term.

- **Statistical analysis** of data related to success rates, number of donors, campaign reach and sentiment etc., helps determine quantitative impact and growth.
- **Surveys** administered before and after the training enable participants to identify areas in which staff developed their skills or achieved organizational goals.
- **Individual interviews** with organizations provides qualitative information on organizations' performance and the impact of our strategy on their fundraising capacity.
- **Case studies:** working with the organizations that achieve the highest fundraising results and those that struggled to meet their expectations, we identify the factors/strategies that influence crowdfunding outcomes and integrate them into our training program.



Short-term and medium-term outcomes identified by participating organizations include:

- + Improved visibility as part of an open and inclusive movement.

86%

of organizations state that their campaign boosted the visibility of their work

- + Strengthened communications and fundraising skills through our free online training courses, one-to-one feedback and guidance.

86%

of participating organizations believe their team improved their communication and digital marketing skills. More than half of the participating organizations shared that they enhanced and increased their followers and interaction on social media.

- + Increased involvement of participating organizations' staff/team/board member/volunteers in fundraising.

- + Opportunity for collaboration and organizing with other like-minded organizations.

The Impact of Special Incentives:



We channeled \$55,000 USD in matching funds and special incentives thanks to the support of #GOMujeres partners.

Special incentives recognized the organizations with the largest number of different individual donors that contributed to their #GOMujeres crowdfunding campaigns.

This incentive encouraged the participation of new donors and helped organizations to achieve and exceed their fundraising goals.



\$5,000 USD incentive for women and girls-focused organizations in Central America, powered by the Summit Foundation.

1st place: Buena Semilla, Guatemala

- Total funds raised: **\$ 10,884.94 USD**
- The funds raised will help create a safe community space, and place of convergence and reciprocity for the indigenous Mayan women of Guatemala. Services will support women to enhance their voice, identity, dignity, well-being, sovereignty, and self-determination.

2nd place: CREA (Nicaraguan Education Resource Center), Nicaragua

- Total funds raised: **\$9,860 USD**
- The funds raised will provide access to mental health care to women and girls in the rural communities where CREA serves as part of its health education program.

3rd place: Colectiva Actoras de Cambio, Guatemala

- Total funds raised: **2,675 USD**
- The funds raised will help seven girls and young women continue their studies in Huehuetenango, Guatemala.

4th place: Asociación Movimiento de Jóvenes de Ometepe, Guatemala

- Total funds raised: **\$1,319.39 USD**
- The funds raised will provide bicycles for six girls to get to school in an easier and safer way in Ometepe, Nicaragua.



\$9,000 USD incentive for young women and girls-focused organizations/ projects in Latin America, powered by Grantmakers for Girls of Color.

1. Fundación Cadenas de Esperanza, A. C., Mexico.

- Total funds raised: **\$87,700.19 MXN**
- The funds raised will help create a weaving workshop to teach girls and young women how to make huipiles on the backstrap loom, keeping their traditions alive and teaching them the love of our roots. Through this project, the funds raised will help to buy the necessary material to teach 25 families the art of embroidery.

2. BONA TERRA AC, Mexico.

- Total funds raised: **\$11,752.07 USD**
- The funds raised will support an entrepreneurship and education program for girls and teenagers in Aguascalientes, Mexico.

3. Mujeres Aliadas, Mexico.

- Total funds raised: **\$5,197.42 USD**
- The funds raised will be used to provide comprehensive care and professional support to rural and indigenous adolescent women in their pregnancy, childbirth, and postpartum process.

4. Fundación Mier y Pesado, Mexico.

- Total funds raised: **\$28,916.98 MXN**
- The funds raised will support the access and permanence of girls and adolescents, as well as the completion of their studies in times of pandemic, in order to avoid school dropout.

5. I.A.P., Asociación Mexicana de Transformación Rural y Urbana A.C (Amextra), Mexico.

6. Bicitekas AC, Mexico.

7. Código Felicidad A.C., Mexico.

8.FUNDACION CASA DE SANTA HIPOLITA A.C., Mexico.

9.Fundación EDIFICATE A.C., Mexico.

10.IXIM, Fundación Sanders A.C., Mexico

11. Asociación Mexicana de Lucha Contra el Cáncer A. C.,Mexico.

12.Persiste A.C., Mexico.

13. Fundación Silencio (FUNDASIL), El Salvador.

14. ASOCIACIÓN INTERNACIONAL POR LA MUJER ASIM, Mexico.

15.Médicos Sin Fronteras, Mexico.

16. Empatthy, Chile.

17. ALBERGUE INFANTIL LOS PINOS, Mexico.

18. New Haven Leon Sister City Project, Nicaragua.



\$21,000 USD incentive for young women and girls-focused organizations/projects in the US and Puerto Rico, powered by Grantmakers for Girls of Color.

1. Ciencia Puerto Rico, Puerto Rico.

- Total funds raised: **\$18,834.98 USD**
- The funds raised will help expand the largest collection in Spanish of Latinas in science, technology, engineering, and mathematics and reach more young girls.

2. EDUCA, Educational and Cultural Advancement for Latinos, Inc. Voces en Acción/Voices in Action VEA program, Indiana.

- Total funds raised: **\$6,031.1 USD**
- The funds raised will provide empowerment and leadership opportunities specifically for Latina/Latinx, African American, Native, Indigenous, and Afro-Latina girls, as well as girls at the border of the community.

3. East Bay Sanctuary Covenant, California.

- Total funds raised: **\$3,756.61 USD**
- The funds raised will help Latinx women and girls feel safe through support services and community care systems.

4. Radical Partners, Florida.

- Total funds raised: **\$2,068.5 USD**
- The funds raised will support a group of young female leaders to run a massive movement that fights divisiveness and promotes the celebration of our differences when it comes to sex, gender, and sexuality.

5. Episcopal Farmworker Ministry, North Carolina.

6. Las Chicas del Barrio, Texas.

7. Latina Voice, inc., Pennsylvania.

8. Aldea - the People's Justice Center, Pennsylvania.

9. Las Americas Immigrant Advocacy Center, Texas.

**We thank our allies
and amigos for your
continued support
in our efforts to give
power, voice, and
resources to Latina
women and girls.**



**#GO
mujeres
2022**



Testimonies from the participants:

- *It was really helpful to have the HIPGive team asking about our progress and cheering us on to achieve our goal! We didn't reach our fundraising goal, but we definitely improved from last year in terms of number of HIP Givers and fundraising overall (Luisana Zambrano, Radical Partners).*
- *We appreciate the personalized support, the sense of being part of a community and shared effort, having a campaign that is bilingual, and the match (Lisa Hoffman, East Bay Sanctuary Covenant (EBSC)).*
- *HIPGive es un gran aliado para la recaudación de fondos de las organizaciones hispanas. En JJI nos sentimos muy contentos de poder contar con esta gran herramienta para continuar con nuestra misión (Samantha, Justicia Juvenil).*
- *It was an eye-opening experience in all aspects of the spectrum! (Arcea Zapata de Aston, VEA, Voces en Acción/Voices in Action, EDUCA).*
- *Es una plataforma muy intuitiva, poco complicada de manejar y es muy agradable que todas las campañas sean dirigidas al público hispano. También nos parece que la comisión que cobran es justa. El bootcamp para GOMujeres fue muy útil y fue muy gratificante participar en el evento de networking y conocer otras organizaciones. Me parece que hacen un trabajo fantástico y se siente una calidez humana que no existe en otras plataformas de crowdfunding (Samantha, Justicia Juvenil Internacional México A.C.).*
- *This campaign was not as successful as our previous campaigns but we learned a lot about how important social media and emails are to these campaigns. We hope to get more creative with social media to make future campaigns even more successful (Anai Santibanez, Episcopal Farmworker Ministry).*
- *Es de gran ayuda y aprendizaje poder participar de recaudaciones de fondo en la plataforma HIP Give. Todo lo que sé de crowdfunding lo sé gracias a HIP Give (Alondra, Ciencia PR).*



#GOMujeres 2022

“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**



About HIPGive

Hispanics in Philanthropy (HIP) is a transnational organization on the mission to strengthen 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 is HIP's digital philanthropy platform to mobilize resources for social impact projects throughout the Americas. HIPGive is the only bilingual crowdfunding platform for organizations working with Latinx communities in the U.S. and the Americas, and also includes other innovative tools for online fundraising such as peer-to-peer and a platform for giving circles across the Americas.

HIPGive Impact



\$ 4,4M + raised



48,200 individual donors



**\$ 700,000 USD
channeled from
institutional donors**



1000+ organizations



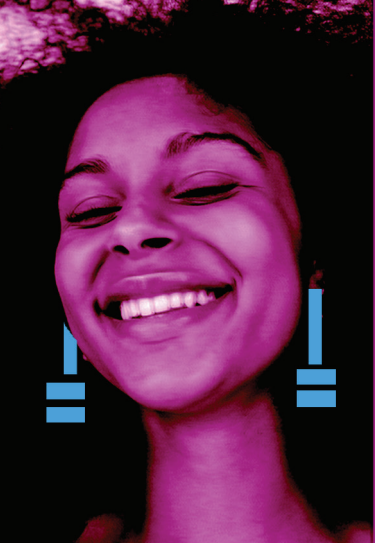
17 countries

**By working together we can strengthen
the power, leadership, and voice of
women and girls in the Americas.**

**We thank our allies and amigos for
your continued support in our efforts to give
power, voice and resources to Latina
women and girls.**

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2022



Contact:
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by  **HISPANICS IN
PHILANTHROPY**