

A DIGITAL MOVEMENT FOR GENDER EQUITY

#GO mujeres 2023

RESULTS REPORT

HIP GIVE

by  HISPANICS IN
PHILANTHROPY



Message from our leader

For the past 40 years, [Hispanics in Philanthropy \(HIP\)](#) has been leading the largest transnational network of donors and organizations strengthening Latine leadership and influence while mobilizing resources into our communities in order to create a more just world.

Recognizing the importance of digital platforms in enhancing their efforts, HIP launched [HIPGive](#) in 2014. As the first bilingual crowdfunding platform exclusively for Latine nonprofits, HIPGive strengthens the fundraising capacity of organizations, increases visibility for their work, and facilitates resource allocation through individual and institutional donors.

HIPGive provides a suite of technological features such as peer-to-peer crowdfunding, recurring donations, and a dedicated space for Latine Giving Circles, showcasing HIP's commitment to innovation and leveraging the digital space to democratize philanthropy, empower communities, and provide the necessary support.

In the following pages, we share the impact of the #GOMujeres campaign, a digital movement to inspire generous giving to Latina women and girls across the Americas. Since our first campaign on March 8th, 2016 #GOMujeres has generated a movement of funders, nonprofits, and individuals that keeps on growing.



8 #GOMujeres editions: seven during Women's History Month and one on November 25th, International Day for the Elimination of Violence against Women.

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

\$743,000+ invested in the rights and opportunities of Latina women and girls, thanks to more than **8,800** individual donors.*

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

Abrazos,

Junueth Mejia

Deputy Director of Innovation and Digital Philanthropy

June 2023

Why do we need #GOMujeres?



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



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



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

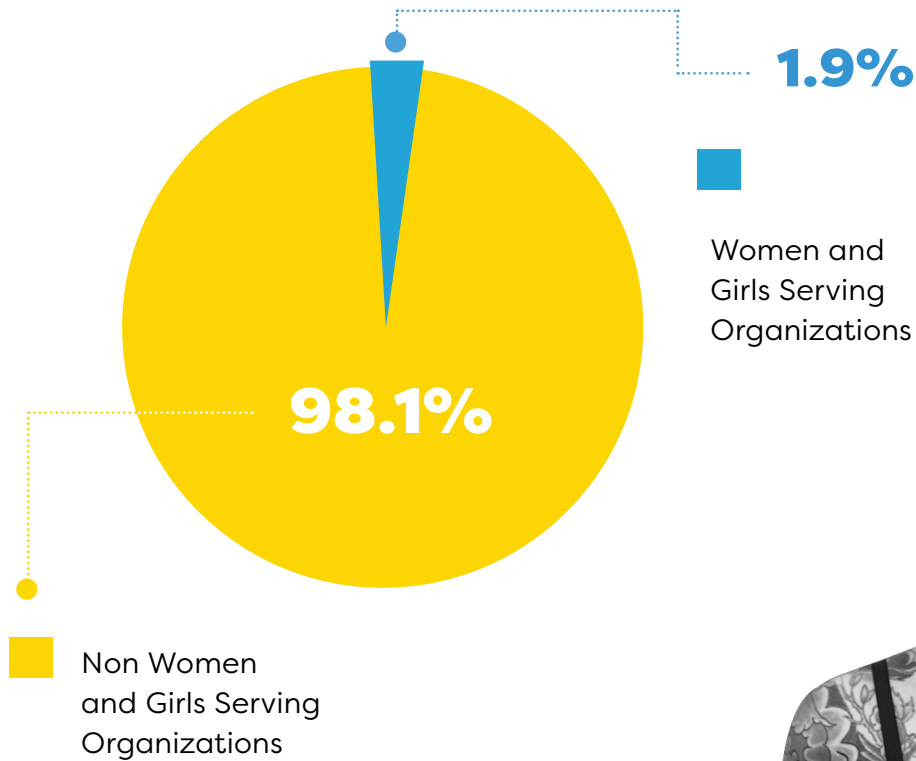


Lack of visibility: grassroots organizations and impactful projects without visibility and voice.

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

Women's and girls' organizations receive **less than 2%** of overall charitable giving¹

Philanthropic support for women's and girls' organizations as a share of overall charitable giving (2019)



¹"The Women & Girls Index 2022: Measuring Giving to Women's and Girls' Causes." Indiana University Lilly Family School of Philanthropy Women's Philanthropy Institute report 10/11/2022.

How does #GOMujeres work?



Inputs: what #GOMujeres provides to nonprofits



Bilingual platform user friendly, intuitive, and secure technology.



Communication campaign focused on International Women's Day.



Matching funds and special incentives.



Free online training sessions, featuring one-on-one feedback and guidance.



Activities: engagement and capacity building



Mobilize allies and women-led grassroots organizations



Train nonprofits to strengthen their fundraising capacity



Workshops, webinars, toolkits, feedback sessions, and one-on-one follow-ups



Incentivize donations with matching funds



Provide visibility to the movement



Outcomes for participating organizations: organizational & financial



Increased visibility and exposure to current and new audiences



Increased funds and expansion of donor base



Improved communication and fundraising skills



Empowerment and knowledge sharing



Collective impact:

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

#GOMujeres 2023 results*

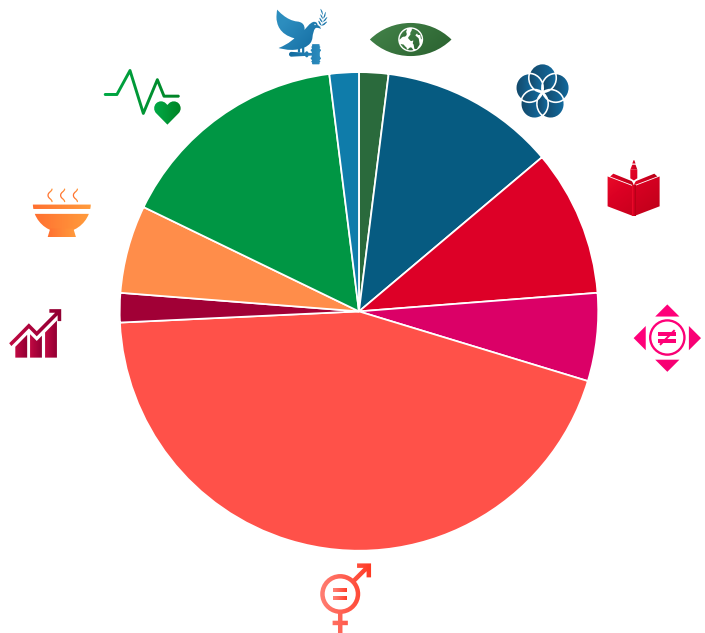


<p>52 nonprofits from 8 countries launched their crowdfunding campaigns for #GOMujeres 2023</p>	<p>\$125K USD were channeled and invested in the rights, leadership, development, and opportunities for Latina women and girls.</p> <ul style="list-style-type: none"> ● \$40,000 distributed in matching funds ● \$20,000 distributed in special incentives
<p>1,333 individual donors</p>	<p>8 online webinars for 825 nonprofit leaders attending live</p>
<p>\$49 average contribution</p>	

SUSTAINABLE DEVELOPMENT GOALS



- 2% **Climate Action**
- 2% **Peace and Justice Strong Institutions**
- 2% **Decent Work and Economic Growth**
- 6% **Zero Hunger**
- 6% **Reduced Inequality**
- 10% **Quality Education**
- 12% **Partnerships to achieve the Goals**
- 16% **Good Health and Well-being**
- 45% **Gender Equality**



#GOMujeres 2023 Outcomes



We build the fundraising capacity and sustainability of Latina women and girls-serving organizations in the US, Latin America and the Caribbean

- Campaigns are overwhelmingly led by women. **87%** of campaign coordinators are women, and **65%** are millennials.

- The majority of participating organizations work at the grassroots level.

- Diversifying income is a priority for many organizations. More than **75%** of participating organizations receive less than **25%** of their income from individual donors.



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

- Improved visibility as part of an open and inclusive movement across the Americas:

- **100%** of organizations state that their campaign boosted the visibility of their work

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

- **83%** of participating organizations believe their team improved their communication and digital marketing skills.
- **75%** of participating organizations shared that they enhanced and increased their followers and interaction on social media.

- **83%** of participating organizations believe that they experienced an increase in the involvement of the staff/board members/volunteers in fundraising.



Our holistic approach to evaluation

While achieving the financial goal is the standard means of measuring the success of crowdfunding campaigns, as part of #GOMujeres we broaden our approach to consider the impact on skills development and on the organization's overall fundraising capacity in the short and medium-term. Our evaluation methods include:

- **Statistical analysis, surveys, individual interviews, and case studies.**

Crowdfunding campaign examples*



KUSKUNI, Planting the seed of Midwifery

Improving our Midwifery School to strengthen our students education



\$12,735.09 USD **\$5,993.55 USD**

Fundraised of \$5,000 USD • By 100 HIPGivers

\$2,988.54 USD

\$3,753 USD

● Matched funds

● Special donations

Time remaining

00 00 : 00 : 00

Days

Hours

Minutes

Seconds



The impact of special incentives*:

We channeled **\$60,000 USD** in matching funds and special incentives thanks to the support of #GOMujeres' partners.



\$10,000 USD for women and girls-focused organizations in Central America, powered by the Summit Foundation.

- HIPGive distributed **\$5,000** among the five organizations based in Central America that attracted the highest number of individual givers (HIPGivers) throughout their campaigns. The nonprofit organizations that received the incentive were:

1st place: Buena Semilla, Guatemala

- Total funds raised: \$6,625.54 USD
- The funds raised will support women's wellbeing and empowerment in over 20 Maya Mam and Tz'utujil communities of Guatemala.

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

- Total funds raised: \$15,350 USD
- The funds raised will support literacy & learning in rural Nicaragua. CREA provides young women and girls with critical, supplemental learning support to finish primary and secondary school.

3rd place: Grupo de Monitoreo Independiente de El Salvador, El Salvador

- Total funds raised: \$5,927 USD
- The funds raised will help women with an irregular migrant status, who have been living in El Salvador for many years.

4th place: Colectiva Actoras, Guatemala

- Total funds raised: \$2,811 USD
- The funds raised will provide access to education to 5 girls in Huehuetenango, Guatemala.

- HIPGive distributed **\$5,000 USD** in matching funds for women and girls-focused organizations in Central America, powered by the Summit Foundation. The following organizations received the funds:

- Asociación Dejando una Sonrisa-ADUS, Guatemala
- Ipas Latinoamérica y El Caribe, El Salvador
- Grupo de Monitoreo Independiente de El Salvador, El Salvador
- Asociación Pop Noj, Guatemala
- Buena Semilla, Guatemala
- Colectiva Actoras de Cambio, Guatemala
- Warriors Zulu Nation, Honduras
- CREA (Nicaraguan Education Resource Center), Nicaragua
- Health & Help, Nicaragua



\$30,000 USD for Latina girls-serving organizations powered by Grantmakers for Girls of Color (G4GC)

- ▶ HIPGive distributed \$21,000 USD among young women and girls-focused organizations based in the US and Puerto Rico.
 - **\$10,000** incentive distributed proportionally among participating organizations based on the number of unique individual donors that contributed to their campaign.
 - **\$11,000** was distributed in matching funds.

● Mujeres Aliadas, Arizona, U.S.

- Total funds raised: \$12,735.09 USD
- The funds raised will improve Mujeres Aliadas's midwifery school to strengthen student's education

● Ciencia Puerto Rico, San Juan, PR

- Total funds raised: \$6,615.00 USD
- The funds raised will help girls to explore careers in science, technology, engineering, and math. Ciencia Puerto Rico is celebrating the 5th cycle of the program by expanding their impact in disadvantaged communities throughout the Puerto Rican archipelago and beyond.

● EDUCA, Educational and Cultural Advancement for Latinos, Indiana, U.S.

- Total funds raised: \$6,119.74 USD
- The funds raised will provide VEA, Young Girls of Color Leaders access to reliable transportation so they can advance in life, discover new opportunities, and take part in all of their extracurricular activities.

● New Haven Leon Sister City Project, Connecticut, U.S.

- Total funds raised: \$5,057 USD
- The funds raised will ensure food security, economic empowerment, and improved nutrition for women, girls & families through family gardens.

● Mariposas Mujeres Cambiando El Mundo Inc, NY, U.S.

- Total funds raised: \$5,406.27 USD
- The funds raised will provide access to higher education to young women from rural communities.



● East Bay Sanctuary Covenant, CA, U.S.

- Total funds raised: \$4,677 USD
- The funds raised will help Latinx & Maya Mam Indigenous women and girls in the Bay Area receive support and healing from migration-related trauma as they build stable lives in the U.S.

● Latinas On the Verge of Excellence, NY, U.S.

- Total funds raised: \$4,229.04 USD
- The Latinas On the Verge of Excellence - L.O.V.E. Mentoring Program supports and empowers young women to strive for success, both in school and in life, through mentorship and health education targeted at mental, reproductive and physical health as well as college and career readiness.

▶ **\$8,000 USD** distributed in matching funds for young women and girls-focused organizations based in Latin America.

- Amox Tochan
- Bona Terra
- Colectiva Sobrevivientes de Femicidio
- Derechos Humanos Integrales en Acción
- Grupo de Estudios sobre la mujer “Rosario Castellanos”
- Mariposas, Mujeres Cambiando el Mundo
- Sin Fronteras

▶ **\$1,000 USD** for a Mexico-based pop-up giving circle. On Thursday, March 30th HIPGive distributed \$1,000 to match donations made to active Digital Giving Circles on hippgive.org. During an in-person event in Mexico City, a pop-up giving circle composed of eleven women supported the following projects:

- Fundación Pro Ayuda a la Mujer Origen: [Violetta. Create healthier relationships with your digital confident](#)
- Sin Fronteras: [Yes to a Dignified Life, for migrant women and girls](#)
- Mujeres Aliadas: [KUSKUNI, Planting the seed of Midwifery](#)



Testimonies from participants:

“HIPGive cuenta con un equipo súper capaz, comprometido y que siempre busca motivar para alcanzar nuestros objetivos de crowdfunding.”

Lizbeth Mendieta, Sin Fronteras IAP



“Además de nuevo financiamiento hemos generado una comunidad de aprendizaje alrededor del fondeo.”

Maritza Rodríguez de Hernandez, Grupo de Monitoreo Independiente de El Salvador (GMIES)

“Es una gran ayuda para organizaciones sin fines de lucro sobre todo las que estamos en Centroamérica en dónde no existe una cultura filantrópica tan fuerte.”

Juan Enamorado, Warriors Zulu Nation Honduras

“It’s a great bilingual platform, especially for organizations who may not have many other affordable options. The matching incentives are also a huge benefit!”

Jenn Zocco, New Haven León Sister City Project



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



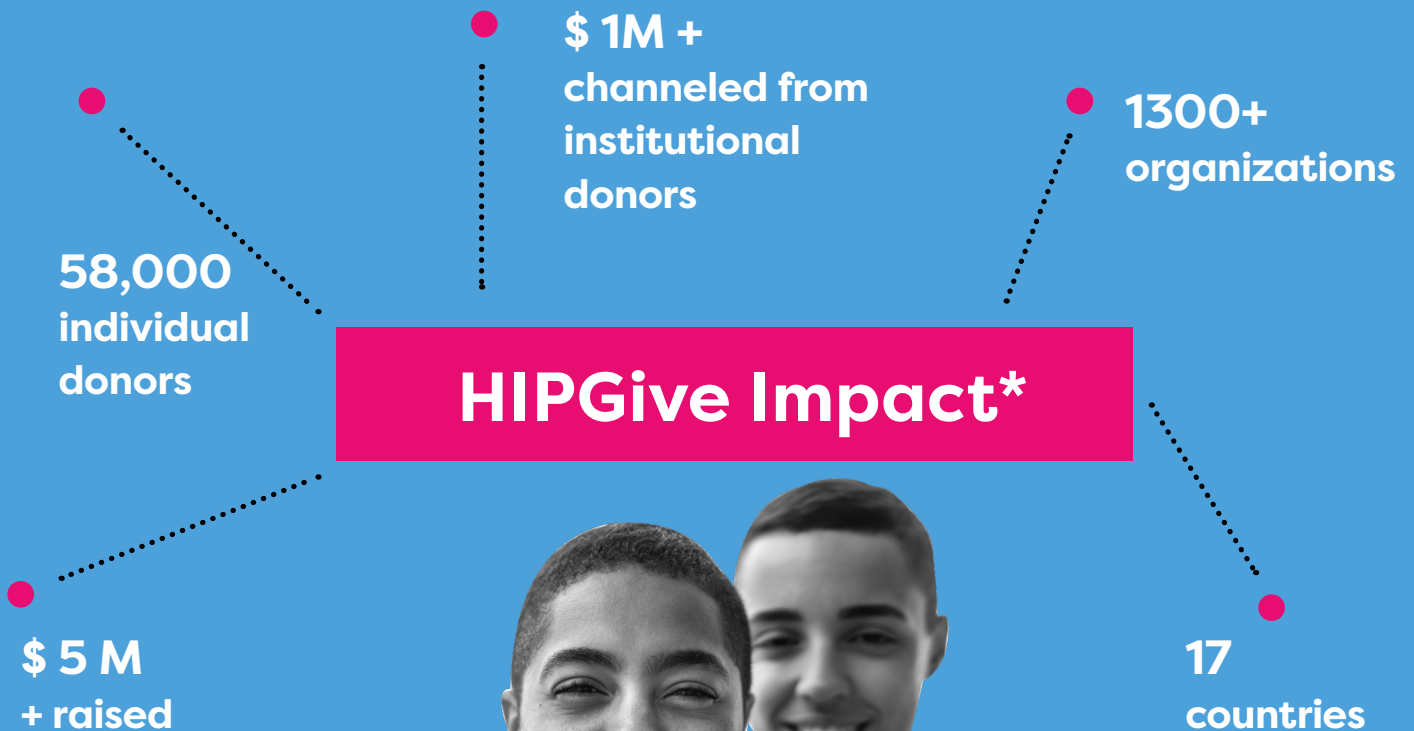
**#GO
mujeres
2023**

HIPGive

HIPGive is Hispanics in Philanthropy's digital platform that makes it possible to mobilize resources for social impact projects throughout the Americas. Through our suite of innovative tools including crowdfunding campaigns, permanent digital campaigns, peer to peer giving and digital giving circles, people and organizations come together to create community and make an impact in our world.

HIP

Hispanics in Philanthropy (HIP) leverages philanthropic resources to mobilize and amplify the power of our communities. HIP has built, funded, and fueled Latine power for 40 years. HIP is a convener, creating spaces for organizations, the private sector, and philanthropy to connect and collaborate in order to dismantle the inequities that affect the well-being of Latines in the U.S. and our communities across the Americas.



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* This report contains unaudited numbers