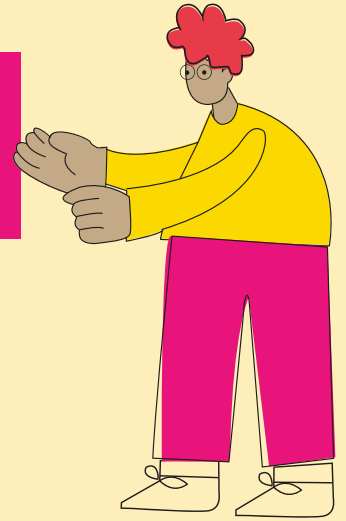
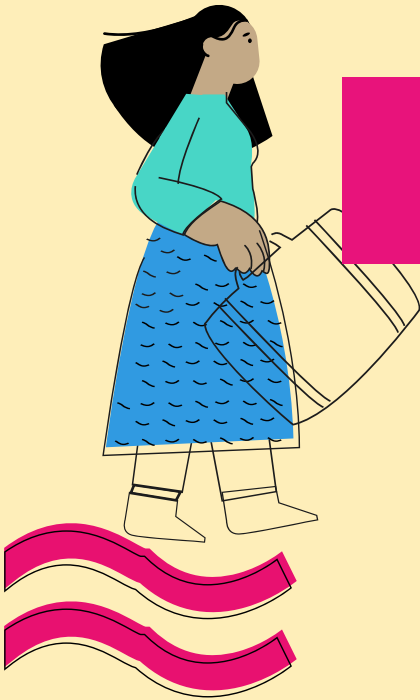


Supporting people on the
move in the Americas.

#COMUNIDAD EN MOVIMIENTO

Results Report



Message from our leaders

On September 2023, HIPGive, in collaboration with [HIP's Migration and Forced Displacement Program](#), launched the second edition of the **#ComunidadEnMovimiento** campaign to support and promote projects from organizations focused on defending, protecting, and guaranteeing the human rights of people on the move in the Americas.

Through this campaign we raised awareness of the multiple causes of migration, the reality of people on the move, and the opportunities to mobilize resources for civil society organizations that accompany them. This is a critical moment for organizations in the Americas as they respond to the needs of thousands of people on the move in various stages of their migratory journey; be it leaving their country of origin, in transit, at their destination or newly returned.

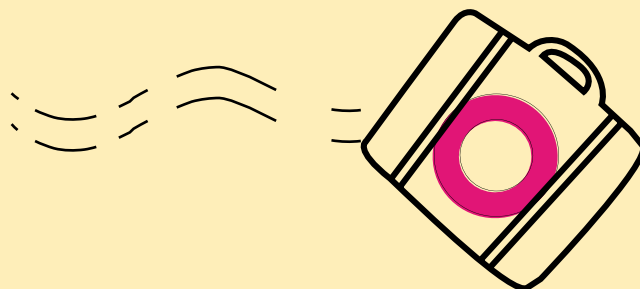
Currently, our continent is characterized as having **mixed flows** which means people's profiles and reasons for migrating, as well as their needs, are varied. According to [UNHCR](#), 18% of the global population of **forcibly displaced people** are in the Americas. The situation in Venezuela continues to be the second largest refugee crisis in the world. The main reasons people leave Guatemala, Honduras, & El Salvador are **violence and climate events**. The political situation in Nicaragua has generated a flow of migration principally to Costa Rica. In countries like Colombia, Ecuador, and Peru, the pandemic aggravated social and economic problems. Haiti faces similar challenges while attempting to recover from the 2021 earthquake and the presence of armed groups.

The risks faced on the migrant routes throughout the continent have not stopped people on the move. The migratory experience is not the same for everyone due to the focus on migration control and racist policies. No one should lose access to their rights due to having to migrate. Governments are failing by not guaranteeing rights and access to safe and dignified opportunities so that people on the move can **live life to the fullest in their new communities**. There is a worrying tendency of **punitive measures** that only serve to increase risk and **xenofobia**, especially in the U.S. and Mexico.

It's important to know that organizations that accompany people on the move generally do so without the support of governments and often face harassment. We at HIP recognize these issues and their impact on the communities we support. For that reason, we look to find more ways to mobilize resources for them, contribute to network building, and strengthen their organizational resiliency, while also creating more connections with allies within philanthropy.

On the upcoming pages, we present the impact of the #ComunidadEnMovimiento campaign. Our goal is to provide valuable insights for the sector on innovative strategies to boost fundraising capacities, enhance visibility, and secure funding for underfunded groups dedicated to crucial endeavors. At HIP we remain committed to strengthening the capacity, influence, and resources of frontline organizations serving migrants, while also advocating for the dignity and humanity of individuals on the move, particularly in the context of protecting migrant families and children.

**Abrazos,
Andrea Villaseñor de la Vega
Director, Programs Latin America**



How Does #ComunidadEnMovimiento Work?

Inputs: what #ComunidadEnMovimiento provides to nonprofits



Bilingual platform; user friendly intuitive, and secure technology.



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



Communication campaign and movement-building spaces.



Matching funds and special incentives.

Activities: engagement and capacity building



Mobilize allies and 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:

Frontline migrant serving organizations gain greater visibility, a stronger voice, and more funds to continue championing gender and racial equity.



#ComunidadEnMovimiento 2023 results*

Quantitative Results

11 nonprofits from the U.S. and Mexico launched their crowdfunding campaigns for #ComunidadEnMovimiento.	Over \$27,404.49 USD was channeled and invested in frontline migrant-serving organizations.
220 individual donors.	7 online webinars for 108 nonprofit leaders attending live.

Qualitative Results

HIPGive builds the fundraising capacity and sustainability of Latine serving organizations in the US, Latin America, and the Caribbean.

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

- ▶ 80% of survey respondents reported that they raised a significant amount of funds.
- ▶ 80% of survey respondents believed their team improved their communication and digital marketing skills.
- ▶ 80% of survey respondents stated that their campaign boosted the visibility of their work.
- ▶ 60% of survey respondents shared that they enhanced and increased their followers and interaction on social media.
- ▶ 60% of survey respondents believed that they experienced an increase in the involvement of the staff/board members/volunteers in fundraising.
- ▶ 60% of respondents shared that they expanded their local and national donor base.

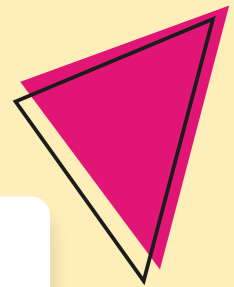
Our holistic approach to evaluation

While achieving the financial goal is the standard means of measuring the success of crowdfunding campaigns, as part of #ComunidadEnMovimiento we purposefully broaden our approach to consider the impact on skills development and 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*



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#COMUNIDAD EN MOVIMIENTO

Information Rules **Projects**

Showing Our Good Side

We can make experiences of uncertainty in Tijuana into an experience refugees will remember fondly, where you helped provide them with tools and resources to continue their journeys toward freedom.

\$3,790 USD Fundraised of \$20,000 USD	\$1,810 USD By 25 HIPGivers
\$980 USD Matched funds	\$1,000 USD Special donations

Time remaining

00 : 00 : 00 : 00
Days Hours Minutes Seconds

Thanks for being a HIPGiver

#FleeToSurvive

Help us protect the people forced to #FleeToSurvive! Join us to protect lives on the move: support our accompaniment of internally displaced persons (DPs) and asylum-seekers in Mexico and enable their active participation in the defense of their rights.

\$40,250.92 MXN Fundraised of \$34,000 MXN	\$25,343.23 MXN By 44 HIPGivers
\$14,907.7 MXN Matched funds	

Time remaining

00 : 00 : 00 : 00
Days Hours Minutes Seconds

Thanks for being a HIPGiver

¡Apapacho de pelos!

Collaborate with us, so migrants and refugees that arrive at the shelter of FM4 Paso Libre, have the opportunity to receive a haircut and the opportunity to learn new job skills.

\$58,006.01 MXN Fundraised of \$50,000 MXN	\$23,081.89 MXN By 37 HIPGivers
\$10,722.82 MXN Peer to Peer	\$24,201.3 MXN Matched funds

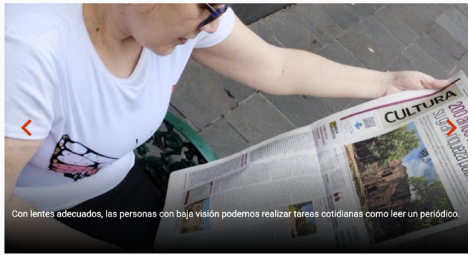
Time remaining

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Days Hours Minutes Seconds

Thanks for being a HIPGiver

Vista sana, vida digna: ayudemos a Loris

Loris Kalamikarian, mujer en condición de refugiada y en proceso de naturalización, se está enfrentando a la disminución de su campo visual debido al glaucoma y cataratas. ¡Juntos podemos ayudar a Loris, concientizar y prevenir la discapacidad visual!



\$43,300.21 MXN
 Fundraised of \$13,000 MXN

\$5,008.44 MXN
 By 18 HIPGivers

\$2,219.37 MXN
 Matched funds

\$36,072.4 MXN
 Special donations

Time remaining

00 : 00 : 00
 Days Hours Minutes Seconds

Thanks for being a HIPGiver

Mochila Migrante

Tu contribución puede ser el pasaporte de 100 niños/as y adolescentes migrantes a la educación. Por cada \$20 en donación logramos elaborar un kit de útiles escolares con una mochila que facilitará su acceso a la escuela. ¡Únete con nosotros!



\$2,755 USD
 Fundraised of \$2,000 USD

\$655 USD
 By 7 HIPGivers

\$100 USD
 Matched funds

\$2,000 USD
 Special donations

Time remaining

00 : 00 : 00
 Days Hours Minutes Seconds

Thanks for being a HIPGiver

Justice for Climate Migrants

Help meet the basic needs of migrants who have fled their home countries due to the climate crisis.



\$4,450 USD
 Fundraised of \$6,000 USD

\$1,850 USD
 By 14 HIPGivers

\$1,100 USD
 Matched funds

\$1,500 USD
 Special donations

Time remaining

00 : 00 : 00
 Days Hours Minutes Seconds

Thanks for being a HIPGiver

Walk with me to reunify with my family!

With your help, we will legally represent refugees, who were forced to flee their country due to violence and persecution, so they can reunite with their family in Mexico. Because home is not a place, it is people.



\$49,175.51 MXN
 Fundraised of \$100,000 MXN

\$21,530.52 MXN
 By 36 HIPGivers

\$9,608.8 MXN
 Matched funds

\$18,036.2 MXN
 Special donations

Time remaining

00 : 00 : 00
 Days Hours Minutes Seconds

Thanks for being a HIPGiver

Un Plato de Esperanza para los Migrantes

Únete a esta campaña para seguir apoyando y restaurando la dignidad humana de mujeres, hombres y menores de edad que abandonaron todo para buscar mejores oportunidades de vida.



\$1,511.38 USD
 Fundraised of \$3,000 USD

\$511.38 USD
 By 3 HIPGivers

\$1,000 USD
 Special donations

Time remaining

00 : 00 : 00
 Days Hours Minutes Seconds

Thanks for being a HIPGiver

The impact of special incentives*:

We channeled \$17,000 USD in matching funds thanks to the support of [The Conrad N. Hilton Foundation](#) and [Casey Family Programs](#). This fund contributed to the fundraising goals of the following frontline organizations:

▶ [Al otro lado](#). California, U.S.

Total funds raised: \$3,790 USD

The funds raised will support the provisioning services, removing cold and hunger from the memories of families and children in Tijuana in their long journey in search of freedom and safety.

▶ [Comisión Mexicana de Defensa y Promoción de los Derechos Humanos, A.C.](#) CDMX, Mexico.

Total funds raised: \$3,790 USD

The funds raised will support the provisioning services, removing cold and hunger from the memories of families and children in Tijuana in their long journey in search of freedom

▶ [FM4 Paso Libre](#). Jalisco, Mexico

Total funds raised: \$58,006.01 MXN

The funds raised will support migrants and refugees who arrive at the shelter of FM4 Paso Libre to have the opportunity to receive a haircut and learn new job skills.

▶ [LV Acompañamiento y Arte por los Derechos de las Mujeres, A.C.](#) CDMX, Mexico

Total funds raised: \$43,300.21 MXN

The funds raised will support Loris Kalamikarian, a refugee woman in the process of naturalization, who is facing a visual condition due to glaucoma and cataracts.

▶ [Instituto Madre Asunta](#). Baja California, Mexico

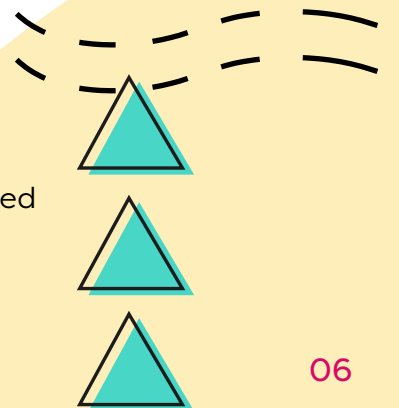
Total funds raised: \$2,755 USD

The funds raised will contribute to buying school kits with a backpack for 100 migrant children and teenagers.

▶ [East Bay Sanctuary Covenant](#). California, U.S.

Total funds raised: \$4,450 USD

The funds raised will help meet the basic needs of migrants who have fled their home countries due to the climate crisis.





▶ [Asylum Access Mexico](#). CDMX, Mexico.

Total funds raised: \$49,175.51 MXN

The funds raised will help Asylum Access Mexico legally represent refugees, who were forced to flee their country due to violence and persecution, so they can reunite with their families in Mexico.

▶ [Fundacion Tijuana Sin Hambre A.C.](#) Baja California, Mexico

Total funds raised: \$1,511.38 USD

The funds raised will support Fundacion Tijuana Sin Hambre A.C guaranteeing migrants a hot and nutritious meal every day through their relief kitchen, where they prepare and serve 3,100 meals daily to support 19 shelters.

▶ [Casa Hogar Loyola](#). Guanajuato, Mexico.

Total funds raised: \$1,393.83 USD

The funds raised will help provide intercultural education for 120 indigenous children. Dozens of children from the Otomí, Wixárika, Nahuá and Hñähñu peoples will be able to continue studying.

▶ [Espacio Migrante, A.C.](#) Baja California, Mexico

Total funds raised: \$1,496.86 USD

The funds raised will guarantee the right to a healthy and culturally appropriate diet for people on the move.

▶ [Casa Migrante Tijuana](#) Tijuana, Mexico

Total funds raised: \$19,759.29 MXN

The funds raised will help buy food and materials for the activities of the children and adolescents who are in the Casa del Migrante in Tijuana.

**#COMUNIDAD
EN MOVIMIENTO**

Testimonies from the participants:

#ComunidadEnMovimiento is a very interesting initiative to diversify our fundraising.

- Instituto Madre Asunta

HIPGive is a platform that makes causes visible in an accessible way, provides matching funds, and makes visible the reach that the cause is having.

- Las Vanders

HIPGive allows fundraising from individual donors, offering an alternative for many organizations that only receive funds from foundations or foreign donors who only provide restricted funding leaving activities without financial support

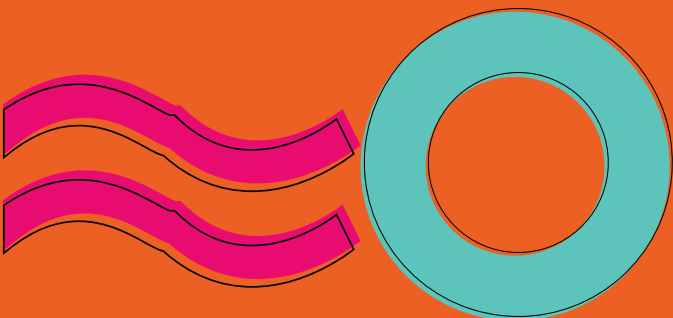
- Comisión Mexicana de Defensa y Promoción de los Derechos Humanos A.C.

It was a great experience, we will continue to develop this kind of fundraising skills, thank you, HIPGive team

- Comisión Mexicana de Defensa y Promoción de los Derechos Humanos A.C.

We are grateful for the support provided and with this we add to continue building or strengthening spaces for the accompaniment indigenous people children

- Casa Hogar Loyola



We thank our allies and amigos for your continued support in our efforts to give power, voice, and resources to people on the move.

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.

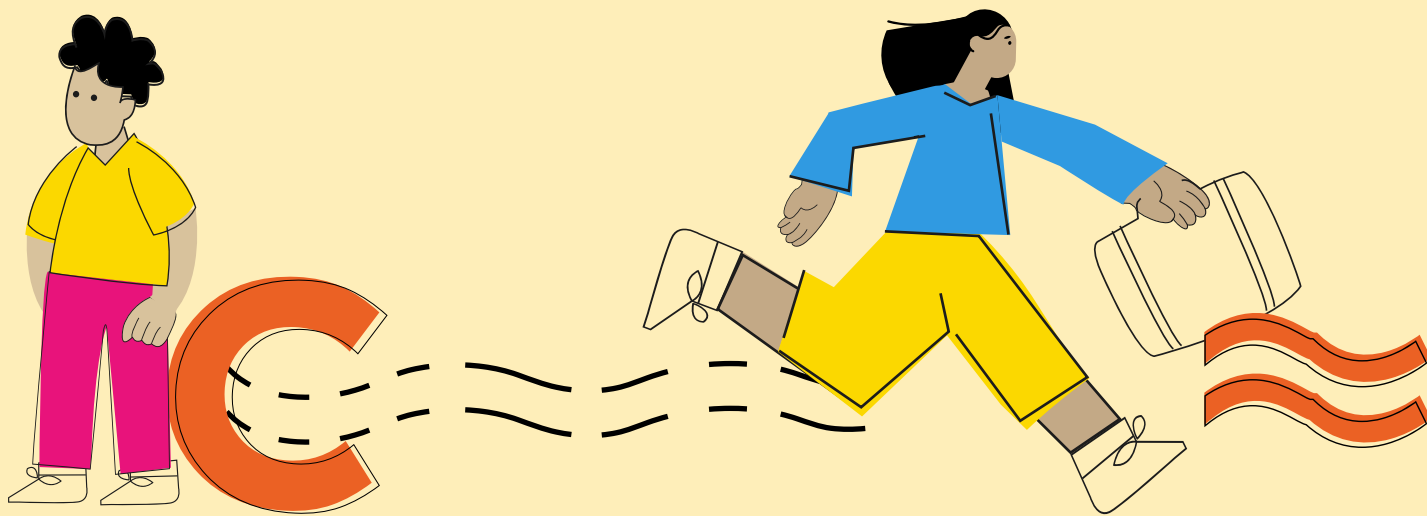
HIP

[Hispanics in Philanthropy \(HIP\)](#) 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 Impact*

\$5M+ raised	17 countries	\$1M+ channeled from institutional funders
58,000 individual donors	1300+ organizations	

* This report contains unaudited numbers



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HIPGIVE



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