

*“When women have the power to make their own projects, good things happen”*

Dear friends:

In Mexico the informal economy is prevalent by women, furthermore, women have been the most affected by the COVID – 19 crisis in the country, since a considerable part of them, work in the most shocking sectors (such as tourism, clothing, and foods). On the other hand, many of them depend economically on a family member, so they are directly affected.

Due to this context, women will try to take part and remain on the labor market, to provide economical support to their families and cover the home expenses.



In ProEmpleo, we will provide women human development and business knowledge, so they will be empowered to create their micro-enterprise and to contribute to the economic recovery. Self-employment will be a way to get them involved in the workforce, so they could create and manage economic resources.

We promoted the project through mailing and our social networks, and we did an alliance to gather the target population. The next step will be to carry out the project in partnership with another investor to generate a greater impact and scope.

We thank to Global Giving and all the people who believe in our project to support women living in Yucatán. All of you motivate us to continue working in this program.

Kind regards,

Patricia Larios, Director.