

Project report

"Women don't wait for opportunities, they create their own"



Dear friends:

We want to take advantage of International Women's Day to express our heartfelt gratitude to all the people involved in this project with their donations through the Global Giving platform.

As you well know, women in Latin America face considerable disadvantages in the economic and labor market. Some disadvantages are the gender pay gap, discriminatory practices, social norms, and behavior patterns. The low-paid jobs and the fewer opportunities to achieve personal and professional development are the biggest challenges.

Some specialists even assure that after the coronavirus's arrival, women's participation in the world of work stepped back 10 years during 2020. It is estimated that today there are 23 million more Latin American women in poverty. This is visible when we analyze that only in Mexico, two-thirds of the jobs lost during the pandemic were held by women.

In Mexico, specifically in Yucatán, women have few opportunities for job development. Consequently, it places them in a vulnerable sector where formal employment is even more difficult in communities where employment opportunities are insufficient. Due to this context, women try to take part and remain in the labor market, to provide economic support to their families and cover their home expenses. In this way, it is necessary to involve them in the labor market, support their families, and contribute to community development.

That is why through the *Taller Emprende en Línea* ("Start your business" online workshop), we provided to 20 women in Yucatán human development and business knowledge. So that we empowered them to get self-confidence and to be able to create and manage a micro-enterprise in the short term. Consequently, these women living in Yucatán will create new job opportunities to include them in a formal and productive job through self-employment. They improved their self-confidence and self-esteem and encourage entrepreneurship culture to support community development.

We reiterate our gratitude to Global Giving and all the people who believed and supported these women living in Yucatán. All of you motivate us to continue working on this program and for those who need us most.

Kind regards,



Patricia Larios, Director

Activities

The training began on January 25 with an end date of February 19. As a result, 20 women living in Yucatán created a business plan project to help start or improve their productive activities.

The projects presented at the end of the training are the following:

#	Name	Project
1	Agustina C.	Grocery store
2	Alejandra A.	Clothing
3	Alma Patricia M.	Boutique
4	Alondra G.	Dance academy
5	Guadalupe L.	Not yet defined
6	Celiana A.	Clothing
7	Citlali D.	Embroidery
8	Erika Anahí H.	Not yet defined
9	Fátima R.	Marketing agency
10	Greysi N.	Not yet defined
11	Argelia M.	Desserts
12	Teresa de Jesús G.	Spa
13	Guadalupe C.	Hotel
14	Leticia Del Rosario C.	Gift shop
15	Leticia del Socorro C.	Crafts
16	Lucely C.	Food sale
17	María Roberta U.	Mortuary
18	Perla Sofía P.	Children's books
19	Sharon de Jesús A.	Restaurant
20	Silvia Elizabeth Y.	Craft workshop



Testimonials

We share with you the gratitude of one of the participants in the project.

Most attentively, I send my greetings and gratitude for the support you give to all women in our work to undertake. This was an excellent experience for my professional and personal growth.

I admire the work they do at the foundation by not being indifferent to others' needs, and I admire all those who demonstrate their social commitment by contributing good deeds on behalf of those in need.

Through this text, I reinforce my commitment to continue learning and to use the tools that I have learned during the training appropriately.

I send you all my thanks and wishes for success.

Sincerely,

Yuselmi Yamili Nuñez Dzib

