**A Happy Click, for Guatemalan indigenous youth**

Introduction

In Guatemala, more than 65% of the population is young. The country faces different challenges yet has enormous opportunities for social and economic growth if we invest in the education of young people, especially those born in families with low educational levels and extreme poverty. Our country ranked 96th in the international competitiveness index (Networked Readiness Index (NRI)) among the 137 countries evaluated. Access to technology is limited in all the areas of the country, and for the communities on the outskirts of the urban centers even more so. It is important to stress that in Guatemala, out of every 10 high school students only 1 graduates.

The Santiago Institute is located in Guatemala City; it is an intercultural educational center with more than 25 years of experience. Thousands of Guatemalan indigenous youths from the poorest areas of the country have graduated from their classrooms. It welcomes approximately 150 young people annually and offers two options for students: High School with computer orientation and High School with orientation in education. A great majority of the students receive support through different scholarship programs, including the support of EDUCAID, since they come from families with limited economic resources. The school works as a boarding school and students live on the premises; it provides comprehensive care. In addition to academic training, the students have food, lodging, technical training in different areas (agriculture, electricity, blacksmithing, computer repair), emergency medical care, artistic education, sports, and training in leadership and values.

Resources are prioritized by the Santiago Institute for maintaining educational quality, and there are not enough resources to renew the computer equipment that is essential for their careers.

With the help received through Global Giving we can replace at least 10 computers for their technology lab. Your help is vital to optimize their learning and to bring them closer to technology, it will open a world of possibilities with a single **Click!**

**WHAT IS THE PROBLEM?**

* Young students at the Santiago Institute have had little or no access to technology. The Santiago Institute has an obsolete computer lab because its financial resources are limited and they do not have sufficient funds to replace equipment that is in poor conditions. For the time being, only half of the computers in the laboratory work properly and this is not enough for students to access technology and overcome their technological gap.

**HOW WILL THIS PROJECT SOLVE THE PROBLEM?**

* With the purchase of new computers, students will have access to more learning tools, and they will be able to acquire new skills. All of which will bring greater possibilities of development to their families and communities when they graduate. Thanks to the EDUCAID program, they have a scholarship to study, promote leadership, and engage with their communities.

**OBJECTIVE:**

Overall objective:

* Increase access to technology for students of the Santiago Institute from the poorest areas of Guatemala to improve their training process.
* Specific objective**:** Enable the computer lab so that each student has at least 2 weekly hours of technology use during their training process.

**POTENTIAL LONG-TERM IMPACT**

* An improved computer lab to serve 150 indigenous students who receive at least 2 hours of computing per week, which allows them a better training process that impacts their present and transforms their future.

**ACTIVITIES:**

* Development of the Happy Click fundraising campaign
* Expansion of the number of donors in Educaid Guatemala to involve them in the support of the Santiago Institute
* Purchase of computer equipment
* Installation of computer equipment
* Implementation of the training program in technology, to increase time of usage of the computer lab.
* Send a brochure / thank-you note to Happy Click donors with testimonies from young people including the impact that the new laboratory has had in their learning process.

BUDGET:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item** | **#** | **Unit** | **US$** | **Total** |
| Scholarships for young people (10 months) | 2 | Annual scholarship | 450 | 900 |
| Computers | 10 | PC | 500 | 5000 |
| Facebook, market and another activities | 3 | Event | 2120 | 2120 |
| **TOTAL** |  |  |  | **8020** |

**A Happy Click Business Plan**

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| --- | --- | --- | --- |
| **Campaign objectives**  **(general objectives)** | **Campaign objectives**  **(SMART goals)** | **How will we do it?**  **(activities)** | **How will we measure success?** |
| Activate a support network through the Educaid´s Board of Directors | At least 40 active donors for 2 weeks that will contribute $ 10 and up | Activation campaign with Educaid´s Directive. Each member of the Board of Directors will invite a minimum of 15 donors each through their contacts. | At least 50% of the people contacted donate,hoping to get at least $2,300 with this action |
| Alliance with other organizations  (Fundación Paiz, Instituto Santiago, Centro Cultural de España, Hakaton Guatemala, Fototeca, Fundación GyT, SocialLab, Prodesa, Cámara de Industria, AGEXPORT, Ruta Maya, FUNSEPA, Funda Sistemas, Teoxché, Habitat para la Humanidad GT, Fundegua, Clubes Rotario (Guatemala del Este, Guatemala La Ermita),  to share the donation campaign through their digital spaces and networks. | Increase the number of people involved in our fundraising campaign, increasing the number of donors | Each organization will send to its database an invitation to support the campaign motivating donations | At least 50% of organizations join this effort |
| **Facebook Campaign.**  On Educaid, the Santiago Institute, and other organizations profile pages. Also in Educaid´s friends groups and profiles.  Posting and stories on Instagram, and tweets on Twitter. | Viralize the campaign and favor greater donations. | $25 will be invested daily on FB Campaign to the target group, except for Bonus Day when $50 will be invested.  Those who complete 3 basic steps and make a donation will be rewarded. | At least the number of followers will be increased by 10%.  Increase of 25% of interactions.  One in 10 people contacted, will donate at least $10. |
| Enhance and increase the number of donations on Bonus Day. | Expand the Educaid network to other niches | **Happy Click Fair**  with the support of the Santiago Institute students.  Collaborators and other organizations who support our work will be invited to buy products and make their donations on the platform on March 20  • Internal campaign among Educaid´s members to collect funds as a team.  • The admission fee to the Fair will be $2.50, which gives each participant the right to participate in the draw of a TV.  • Each Entrepreneur participating in the Fair will pay a $15.00 fee, donate a surprise gift and 20% of their earnings. | Collection goal $941 and 20 new donors. |