



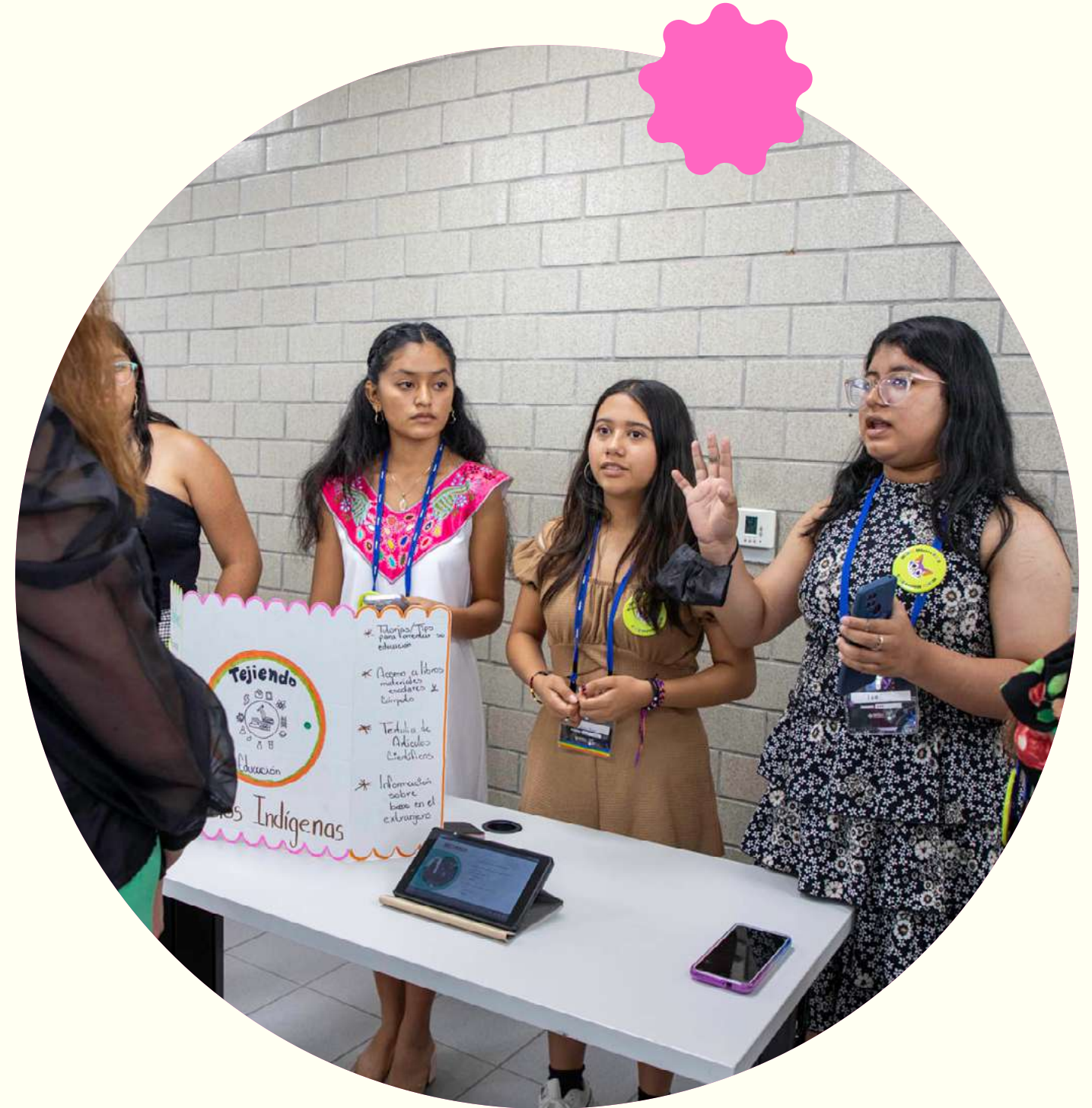
GIRL UP MEXICO

2023 Annual Report



BY YOUTH FOR YOUTH

Girl Up Mexico is a non-profit organization focused on reducing the gender gap in decision-making, creation, and innovation spaces. This is possible thanks to scholarships, educational programs, knowledge resources, and events that motivate teenage and young women to put their leadership and creativity into practice. We offer these tools free of charge, in safe and non-discriminatory spaces, to teenagers and young women who seek to achieve their dreams.



NUMBERS 2023

1,362

directly benefited
youth

+450 K

impressions on
event-promoting posts

+93 K

impressions on X

+135 K

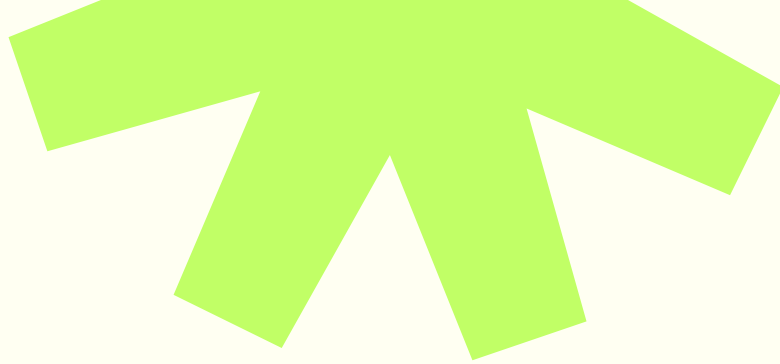
views on TikTok

+13 K

people indirectly
benefited

+32 K

followers throughout
our channels



HOW DID WE DO IT?

Our programs

- Clubs
- Club Mentorship Program (PAC)
- Regional Leaders
- Youth Board
- Mexico WiSci Camp
- “Together We Are Stronger” Event



CLUBS



GIRL UP CLUBS

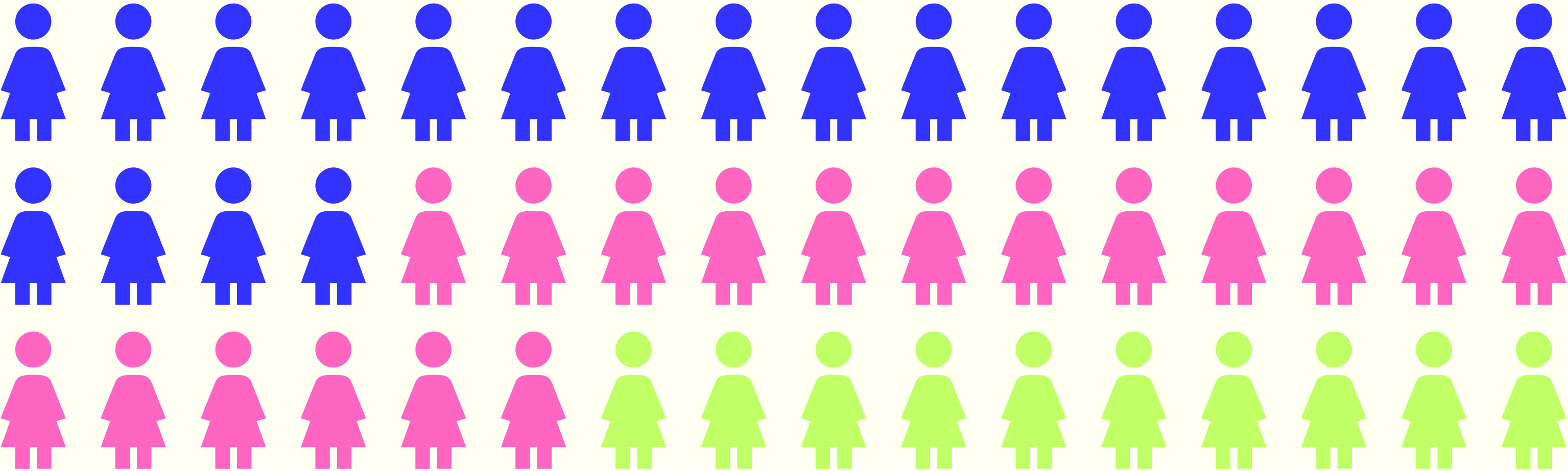
Girl Up Clubs are the core program around which most of our work revolves. These Clubs are groups of five or more girls who come together to take impactful actions in their immediate environment.

Impact

- In **2023**, we supported 66 Clubs of young activists working across 20 Mexican states.
- **1,000** girls, teenagers, young women and non-binary persons were directly over benefited by our programs.
- Over **100,000** individuals were indirectly benefited by our work!



DIRECT BENEFICIARIES



In middle and high school



In university



In diverse communities



Clubs Mentorship Program

CLUBS MENTORSHIP PROGRAM (PAC)

In its 2023 edition, the **Clubs Mentorship Program** consisted of eight educational virtual sessions for Girl Up Clubs members. During these meetings, participants were taught communication tools, co-leadership, emotional management, security, intellectual property protection, financial literacy, impact strategies, social media amplification, and leadership transition.

Impact

- We had **170 attendees** from our community representing the 66 Clubs nationwide.



03

REGIONAL LEADERS

REGIONAL LEADERS

This program focuses on the creation of a next level involvement with the organization. Young people who took part in the 2023 program made improvement proposals of the management of **Girl Up México** and supported the coordination of volunteer work.

Impact

- We had four Regional Leaders specialized in the areas of Clubs, communication, education, and legal advice.

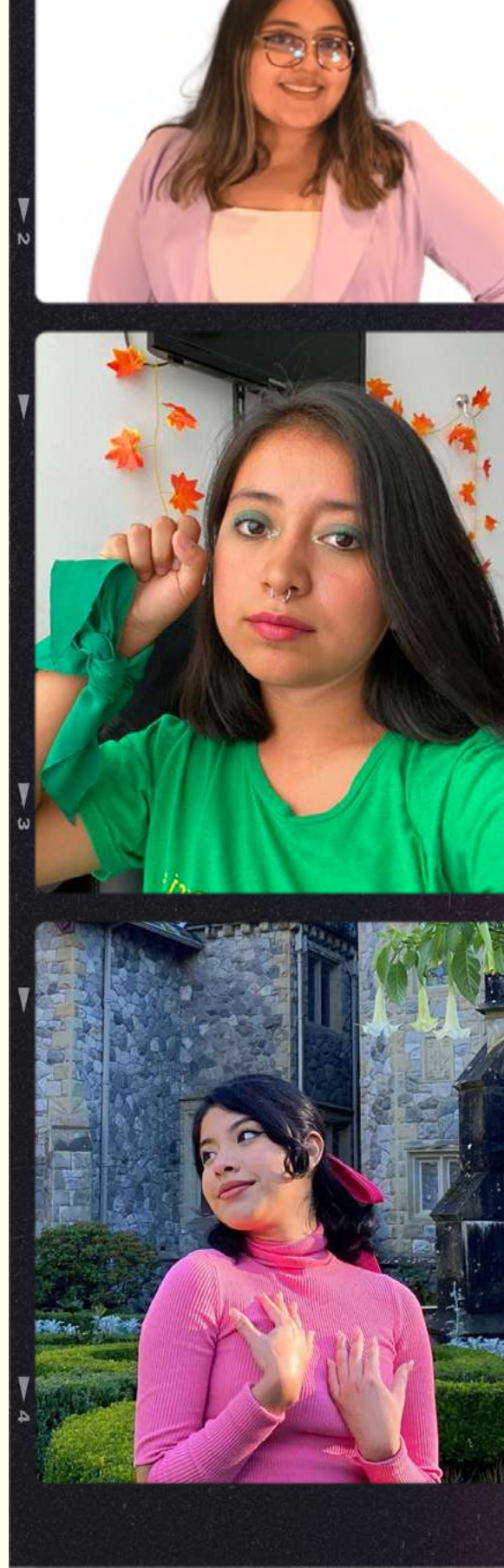
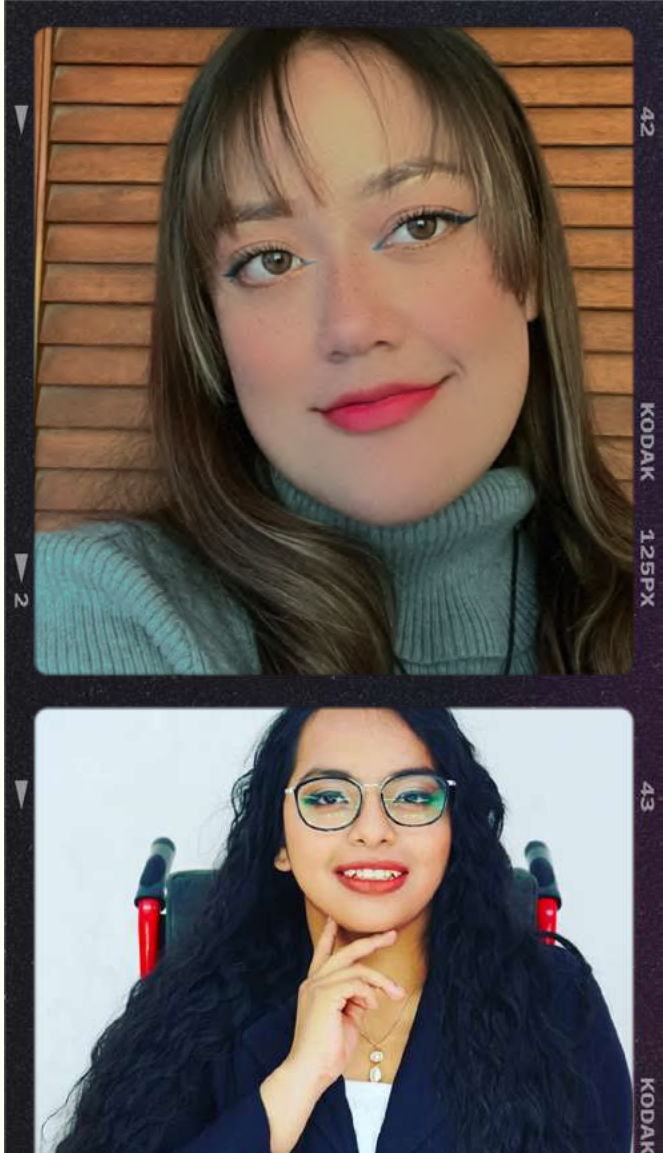


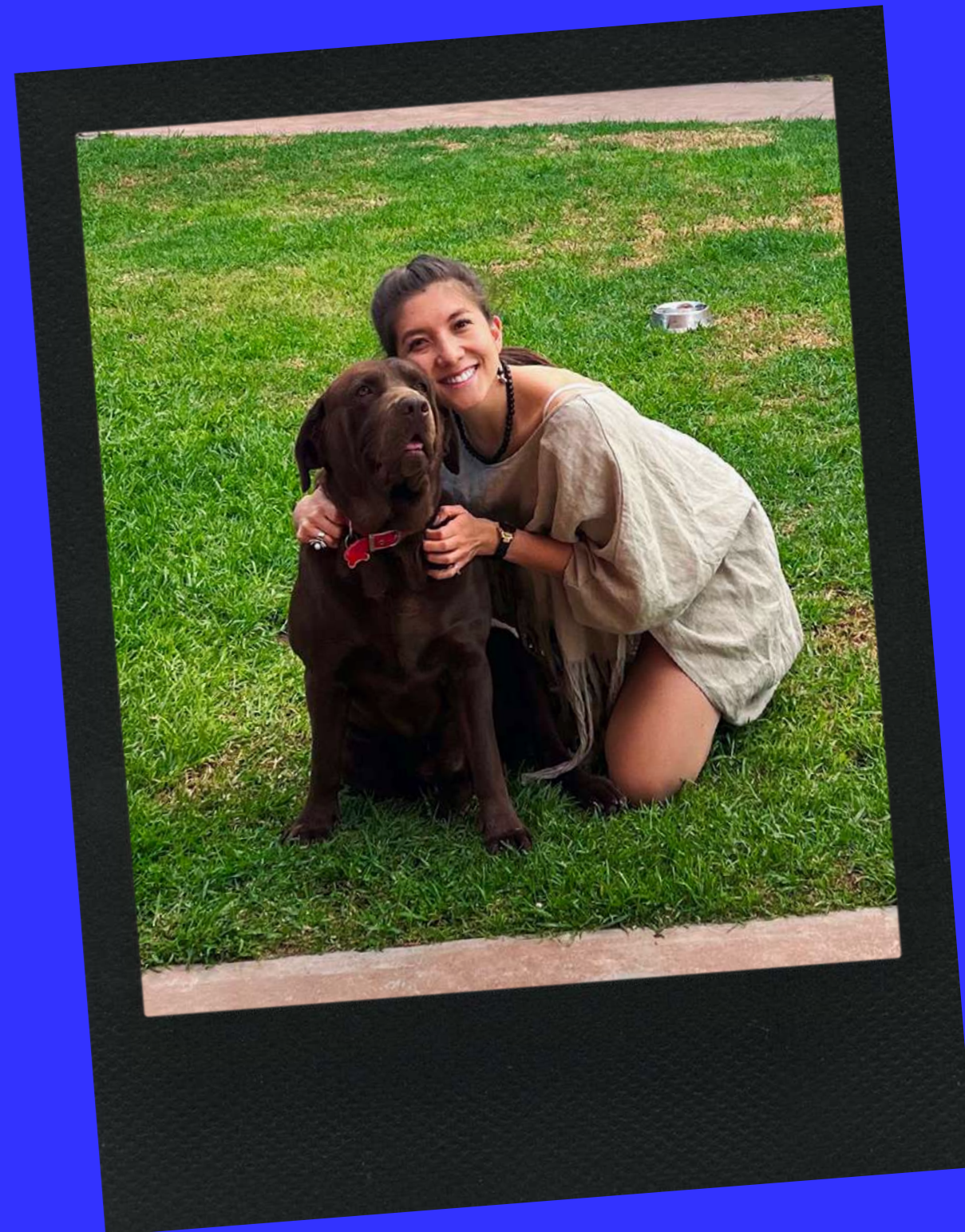
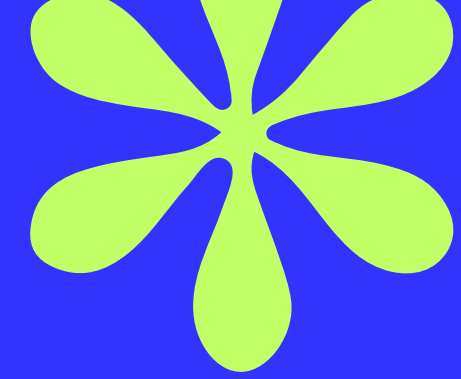
YOUTH ADVISORY BOARD



YOUTH ADVISORY BOARD

11 young women from diverse backgrounds made up **Girl Up Mexico's 2023 Youth Advisory Board**. With their experiences and knowledge, these incredible leaders contributed to the organizational strategy and drove our work, ensuring that the movement remained aligned with the youth perspectives of our community.

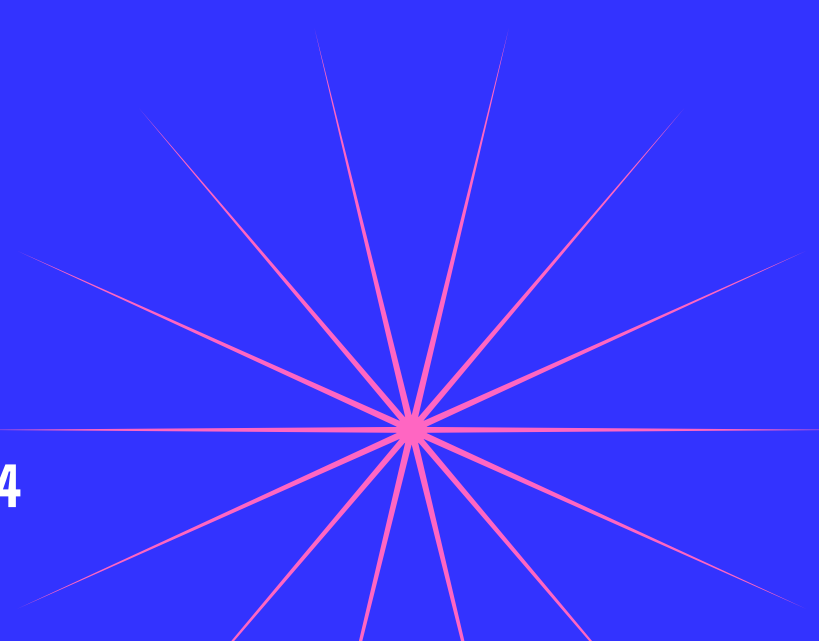




“

Being part of **Girl Up Mexico's Youth Advisory Board** has been an extremely enriching experience that has reaffirmed the gratitude I feel for being part of this community.

Larissa Rosales



“

If I had to describe my time on the 2023
Youth Advisory Board of Girl Up Mexico's
in one word, it would be “enriching.”

Vanessa Medina





VOLUNTEERING

In 2023, Girl Up Mexico had the participation of **31 wonderful volunteers**. Our volunteering program serves as a safe transitional space between youth action and the workplace. We offer social service and internship opportunities for university students.



EVENTS

A background photograph of a camp activity. In the foreground, a young woman with long dark hair, wearing a black jacket and a checkered skirt, is looking towards the right. In the background, several other young people are standing and talking. One person is wearing a green headband. There are colorful decorations on the wall, including a red and yellow paper garland and a whiteboard with drawings. The overall atmosphere is casual and educational.

2023 MEXICO'S WISCI CAMP

2023 WISCI MEXICO

Taking into account the interests of our community and with the joint efforts of Girl Up, **Girl Up Mexico**, the United States Department of State, and the United States Embassy in Mexico, Guatemala, Honduras, El Salvador, as well as partners such as Infinite Computer Solutions, TE Connectivity Foundation, Google, Amazon Web Services, Intel, and Caterpillar Foundation, it was possible to implement the WiSci Camp (Women in Science) in Mexico for the first time.

From **July 1st to 8th**, 2023, the WiSci camp took place with an agenda that included lessons using the Girl Up methodology: leader of self, leader of peers, and leader of change, an introduction to the Design Thinking tool by Infinite Computer Solutions, several STEAM knowledge sessions by Amazon Web Services and Google Mexico, as well as a session on Google's inspiring initiative, #IAmRemarkable.

Impact

100 teenage campers and **10 young counselors** from five countries immersed themselves in STEAM topics and developed their leadership skills in a unique, in-person, and 100% free intercultural environment, thanks to our sponsoring partners.

Our posts generated over **450,000 impressions** across all platforms. The filters and stickers we designed with the #WiSciMx visual identity reached 1.3 million views on Instagram.



“

During my stay in the **WiSci Mexico 2023 camp**, I learned and enjoyed every moment. Some of my favorite ones were the classes that were taught by different associations, such as Google. I loved that we had the chance to talk and receive advice from relevant mentors that definitively left us with many lessons.”

“

My favorite part was getting to know new people and life contexts. Among the activities I enjoyed the most, the **STEAM** and **leadership classes**, and the panel with women in STEAM. And my favorite moments were the IAmRemarkable class, the Amazon Web Services session, the panel, and the culture nights.”



JUNTAS SOMOS + FUERTES

Together We're Stronger

JUNTAS SOMOS + FUERTES

To celebrate our wonderful community and the relevance of the actions that they carry out, our flagship **International Day of the Girl** event, **Juntas Somos + Fuertes** (Together We Are Stronger), took place in October 11, 2023.

The event took place in the **Museo del Futuro in Mexico City**. Google and Política Colectiva were our two allied guests to impart workshops. We also welcomed Girl Up UNAM and Girl Up Empowerment leaders, two of the biggest and most important Clubs of the country.

Impact

- In-person **50 teenagers** and young women of the metropolitan zone of Mexico City and Cd. Victoria, Tamaulipas attended the event.





PARTNERSHIPS

BETA HUB

In an effort to further promote skill development in STEM-related areas, we collaborated with **Mercado Libre** in their **Beta Hub Program**. Through a series of workshops, we invited our community and Beta's to explore and develop their STEM leadership skills, contributing to the construction of a promising future to these fields.

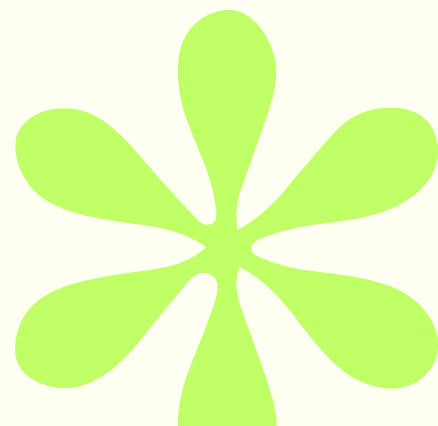


HER FOR SHE

We had a collaboration with **Hershey's Mexico** through a digital comms campaign called HerForShe. The objective was to recognize amazing teenagers and young women.

We had a reach of more than 25 thousand accounts on social media.

HER
FOR
SHE



COPPEL FOUNDATION

We collaborated with Coppel Foundation to make a donation to Universum, a science museum of **UNAM**. This donation will be used to build a new library and remodel the museum's children's section.





COMMUNITY AND DIGITAL CONTENT

1. MONTHLY COLUMNS

Digital campaign that seeks the recognition of young activists of our community who each month express their views in allied media: coolhuntermx, Lado B, Dporteando Web, and NatGeo in Spanish.

HOW DID WE DO IT?

We positioned **Girl Up** as a movement by and for young activists. We celebrated the real impact that our leaders have in their communities. We collaborated with organizations and media outlets to strengthen our presence in every state of the country.

Read María José Pérez sports column

2. CAMPAIGNS

For **WiSci Mexico** we broke the record for the highest number of young women interested in the history of the camp, with almost 800 applications from five countries. We created the WisCi Mexico Ambassadors program to create authentic content around this experience. A total of seven young women made graphics, videos, articles and interviews about the skills they developed in WiSci Mexico.

HOW DID WE DO IT?

We generated strategies so that our calls reached a diverse audience. We rely on the talent of our community of young women to generate attractive and genuine coverages of our organized events.

Watch our invitation to WiSci Mexico

3. NEWSLETTER

Every month, we celebrate two leaders or Clubs in our newsletter “El jardín”, which has almost **350 subscribers**.

We also opened a space in our Instagram stories so that any member of our community can share the spaces in which they are present.

Read the last newsletter of 2023



4.THREADS

Through our threads on X, we have significantly expanded our audience. We generate alliances with other organizations, academics and young people working on issues of interest to the Girl Up community. We use this space to amplify the efforts of the Clubs to address these issues.

HOW DID WE DO IT?

We continue to position **Girl Up Mexico** as a safe space for learning about different social struggles. Our community researches and writes posts about the causes they want to address, such as climate justice, dignified menstruation, the gender gap in **STEAM**, among others. We provide them with a platform and various channels to share their perspectives and solutions.

Read our thread on dignified menstruation



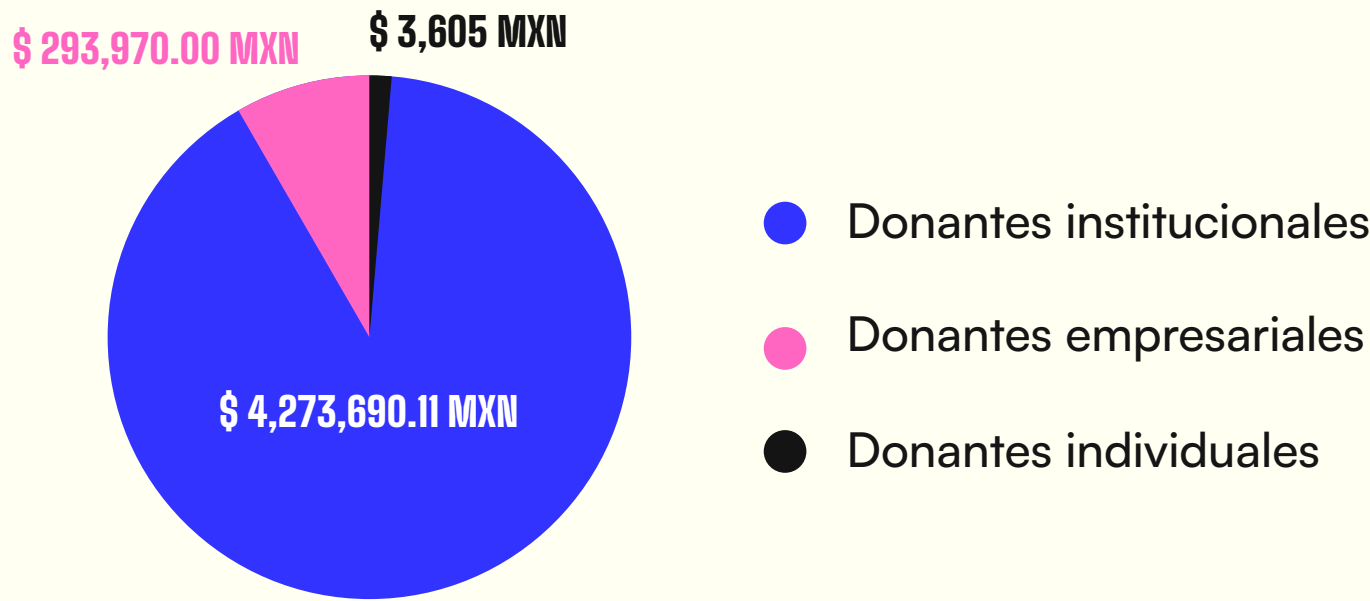
FINANCES



FINANCES

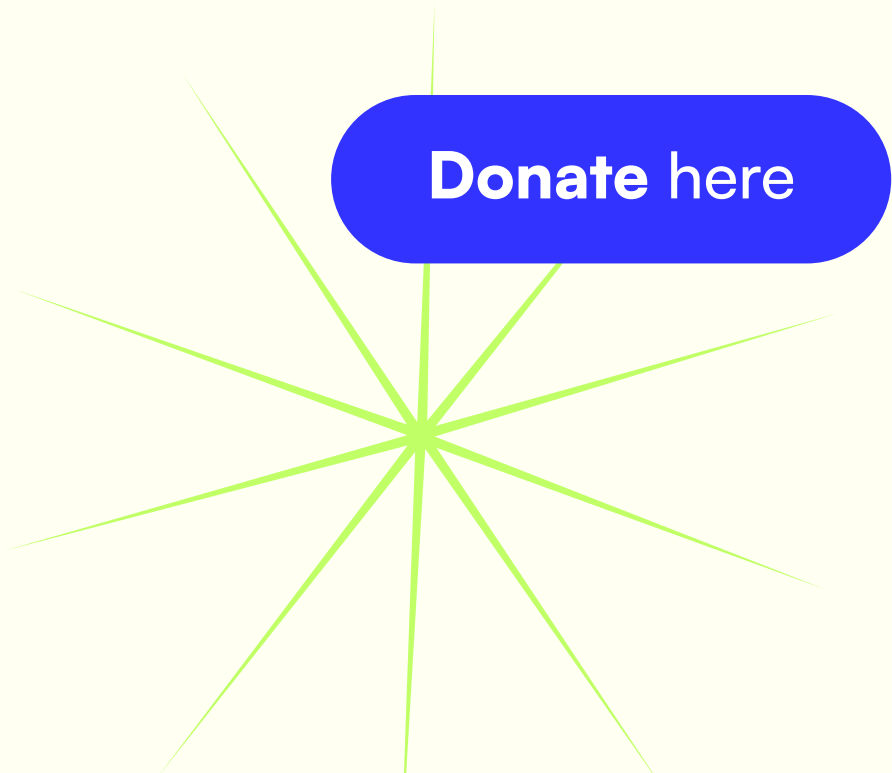
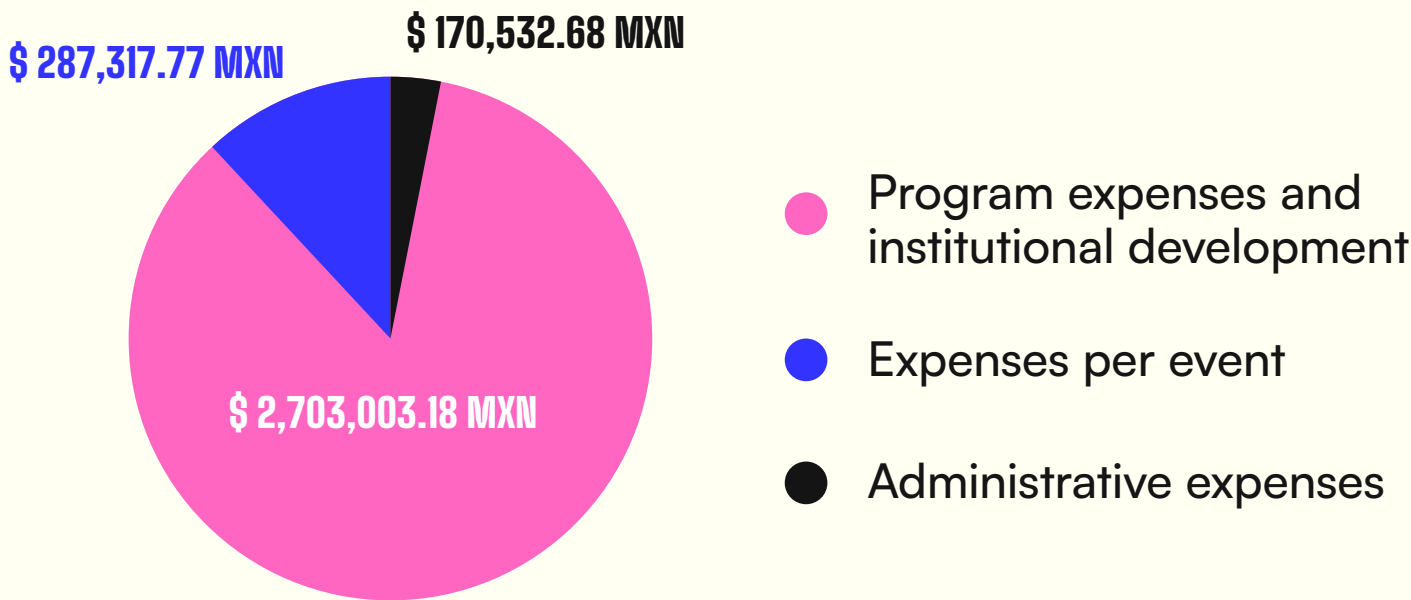
Joining our **community of donors** is a unique opportunity to invest in the future of girls and teenagers. Your donation allows us to provide support and mentorship to our community, creating a lasting impact on the lives of adolescents and strengthening, this way, our social environment.

TOTAL DONATIONS



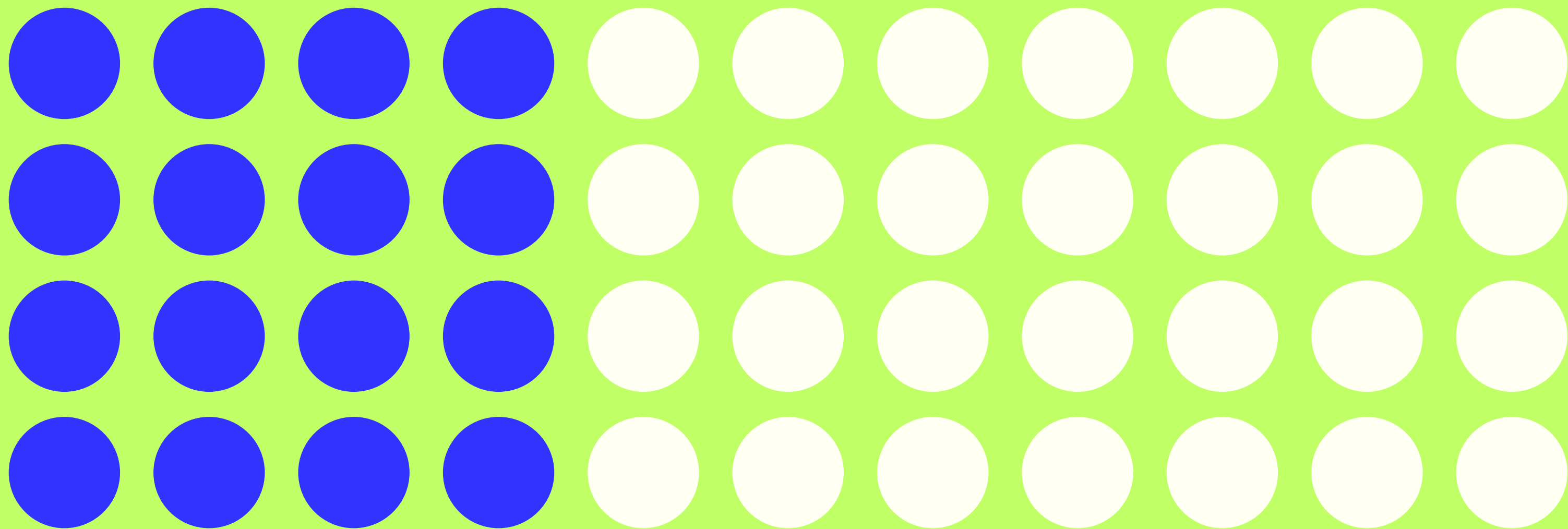
The difference between income and expenses corresponds to restricted assets budgeted for **2024**.

TOTAL EXPENSES



COST PER BENEFICIARY

The cost per beneficiary that is part of Girl Up Mexico’s programs is **2,500 MXN**.



2023 BENEFICIARIES

EXPECTED BENEFICIARIES 2024

During the year 2023, **Girl Up Mexico** experienced a significant period of growth and consolidation. During this period, we benefited from generous contributions from public and private institutions, as well as other organizations committed to our mission.

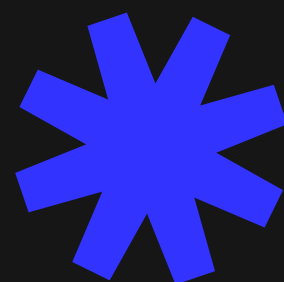
We strive to ensure that our actions are not only effective in the short term, but also sustainable over time. We recognize that there are always areas for growth and, with this knowledge, we look forward to 2024 with well-defined goals.

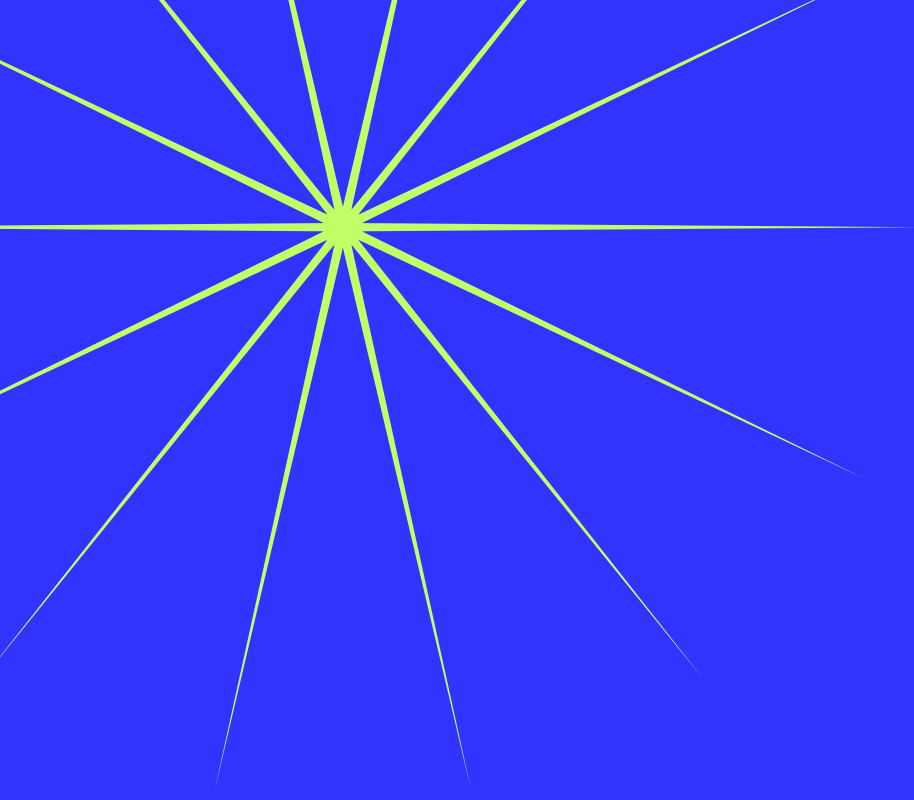
- **Long-term financial stability**
- **Strengthening of the team and our commitment to Girl Up Mexico's mission through a healthy work culture**
- **Consolidation of the significant social impact of our programs**

In our continuous search for excellence, we intend to innovate our social programs, strengthen our strategic alliances and, above all, continue to support our beneficiaries.

We thank everyone for being part of this inspiring journey and we look forward for what the future holds for us.

Together we build lasting impact and continue to work tirelessly to make our world a more just and equitable place.





THANK YOU

for being a fundamental part of this transformative experience

