



# 2018 Annual Report



**MAIA**  
her infinite impact



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## 2018 Timeline of Events and Achievements

### July

**Little Star School** - The next generation of Girl Pioneers started our four-month preparatory program; the goal of this Sunday school program is to reinforce reading, language arts, and math, while introducing them to the unique culture they will experience when they start at the MAIA Impact School next year.



### September

**Empowered Leadership** - Norma Bajan, MAIA Guatemala Executive Director was recognized with the 2018 Colorado Women's Foundation Women Have Wings award.



### March

**Inclusive Marketing** - Girl Pioneers meet with the marketing departments of Guatemala's leading companies to share how they would like to be portrayed in media and marketing.



### June

**She's the First** recognizes MAIA graduate Juana Verónica as Scholar of the Year for her community development project. She held trainings in her community to teach youth how to prepare their resumes, search for formal employment, and prepare for job interviews.



### January

**First Day of School** - The MAIA Impact School celebrated the start of our second school year with 7th and 8th grades and a 98 percent retention rate.



### Our Mission

Unlocking and maximizing the potential of young women to lead transformational change

### Our Vision

We believe in empowerment, equality, and opportunity for all

## 2018 Our Impact

- Girl Pioneers at the MAIA Impact School **grew an average of 190 percent** in math during the 2018 school year.
- MAIA Impact School student's **reading levels are growing twice as fast** as public middle schools in the US on average.
- Students at the MAIA Impact School receive **200 percent more hours of schooling** than their counterparts in local public schools.
- MAIA graduates are **60 times more likely to enroll in university** compared to their non-MAIA counterparts.\*

### October

**Annual "Girl-Cott"** (the opposite of a boycott) - Girl Pioneers celebrate local businesses that evidence gender equity in their business practices.



- **92 percent** of MAIA graduates are delaying motherhood.\*
- **Over 30 organizations** accessed innovations and best-practices through MAIA in 2018.
- **10 partners** provided training to the MAIA team.
- **10 Guatemalan companies** supported the MAIA Impact School.

\*Denotes data from MAIA's original mentorship program

### November

**A new home** - MAIA opens the built-to-suit Impact School. This 36,000 sq foot building is designed to disseminate girl-focused innovation throughout Central America.



### December

**Starfish becomes MAIA** - After a year of deep consultation, Starfish rebrands itself as MAIA- one of the brightest stars in the sky.



## INGRID'S STORY: COMMITMENT TO HER LIFELONG LEARNING

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By 6 AM, Ingrid is out the door to head to school. She meets another MAIA Impact School student, Zoila, so that they can walk to the bus stop together. Ingrid doesn't return home until 6 PM, but her mother affirms that despite the long days, she comes home with the same enthusiasm that she leaves the house with each morning.

Her enthusiasm for studying first took hold when she was much younger. Growing up in a small rural community in Sololá, Ingrid started school at five years old. Due to her shyness, she rarely spoke in class and did not get to know her classmates well. Despite this, Ingrid had a deep love of learning. Before her father passed away when she was in 5th grade, he encouraged her to continue studying so that she could one day support the family. She cites her father as "her strength to keep moving forward." Fueled by the desire to continue her education, she would help her mother to weave so that she could pay school fees. She knew she wanted to study past 6th grade, but Ingrid also recognized that she needed financial assistance to do it. One day, Ingrid came across a new opportunity to keep studying and receive a scholarship when members of the MAIA selection team made a presentation at her school. Ingrid decided to apply for the scholarship—she was excited about attending school with all girls and being taught from skilled educators.

When Escuela Estrellita started, she was happy because that was when she first met her classmates. Unlike her previous experiences at public school where she struggled to connect with others, Ingrid formed friendships, including her best friend, fellow classmate María Florinda. "She understands me, and I love her. She's the best friend I've ever had." Her time at the Impact School also brought other changes. She shared, "Before, I did not talk a lot because I was very shy. I am smart, but I didn't share my opinions and thoughts. Now, I give my opinions and am comfortable voicing my thoughts to others." She credits vocal empowerment exercises and spending time with outgoing classmates at school for helping her to grow more confident in her voice.



Photo by Yihemba Yikona

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Ingrid's successes are striking considering her health challenges. She entered the Impact School malnourished after growing up without access to a healthy diet. During her time at the school so far, she has received support for this. Despite the financial strain on the family, her mother purchases medicines that Ingrid needs, and she has seen great improvement in her health condition. Her mentor, Isabel, shared, "She is one of the most dedicated students. She surpasses expectations and despite the obstacles that she has had, she always recuperates and keeps up with her classmates. She has taken great advantage of the opportunity to study at the Impact School."

When Ingrid isn't in class or reading during free time at school, she focuses on studying English in an intensive language program on the weekends. As she looks forward to the future, "I have many dreams," she says with a smile. She's not sure if she wants to be a tour guide or business owner, but she is hopeful that she will have the chance to decide when she continues studying in the future.

Regardless of where exactly she is headed, she knows that education is the path not only to fulfill her dreams, but also to change her society. "Education is important for eliminating violence and having an empowered voice. We have to study to become independent and not have the same experiences as our grandmothers and mothers because of machismo. With education, we will be able to change society, and women will participate more fully."



Photo by Janna Overend

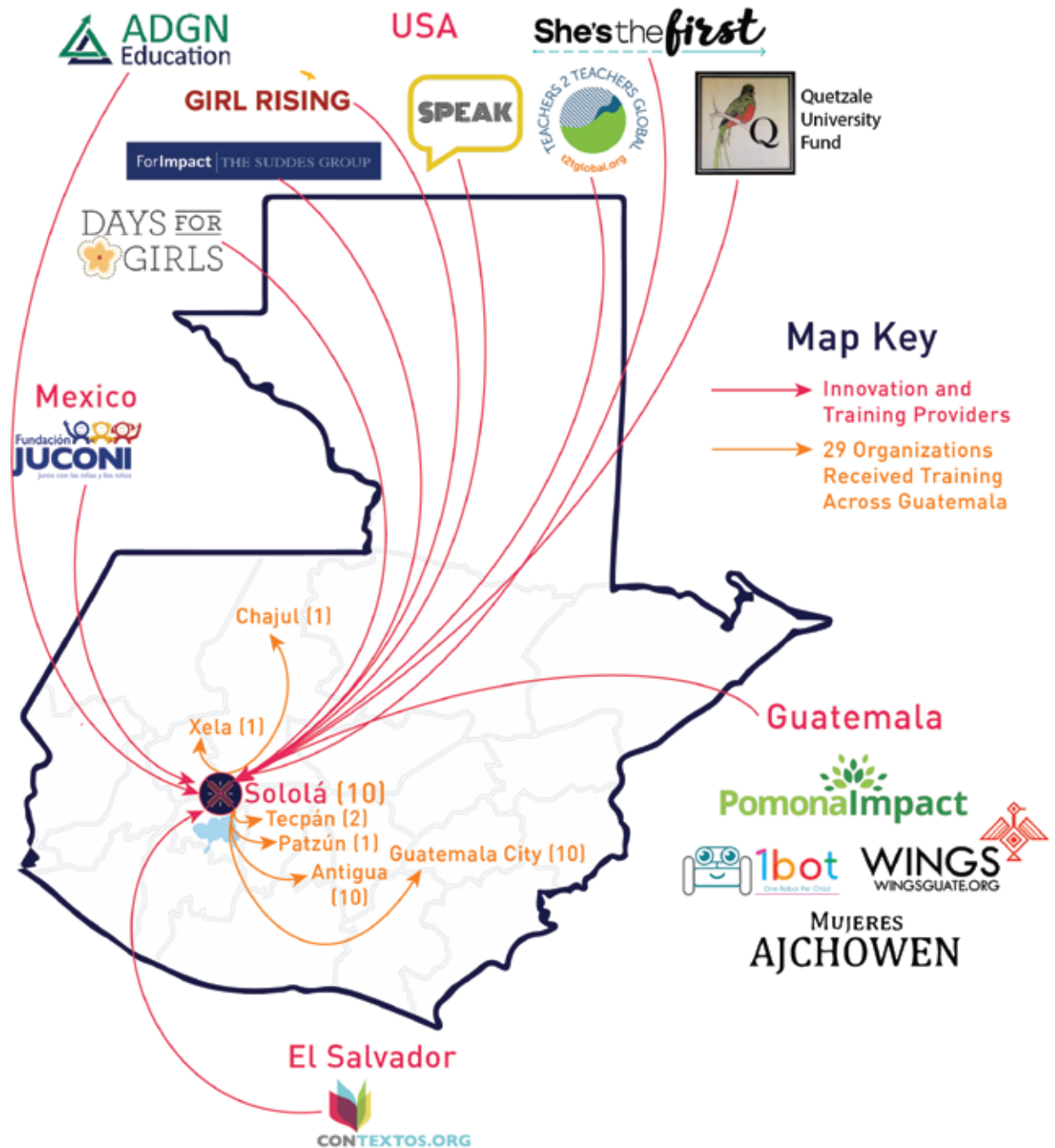


Photo by Livvy Runyon

# CHISPA ACTION NETWORK

We believe that to truly make a substantial and lasting impact in the movement for gender equity and education, we must leverage our resources and collaborate with all organizations that strive toward this common goal. MAIA provides a platform for partners to access and share global innovations in education, girls' empowerment, and gender equity.

We recognize that we are stronger through partnership and would like to offer our sincere gratitude to all of our local and international partners who are working to create a world full of equitable opportunities for all.



# OUR FINANCIALS

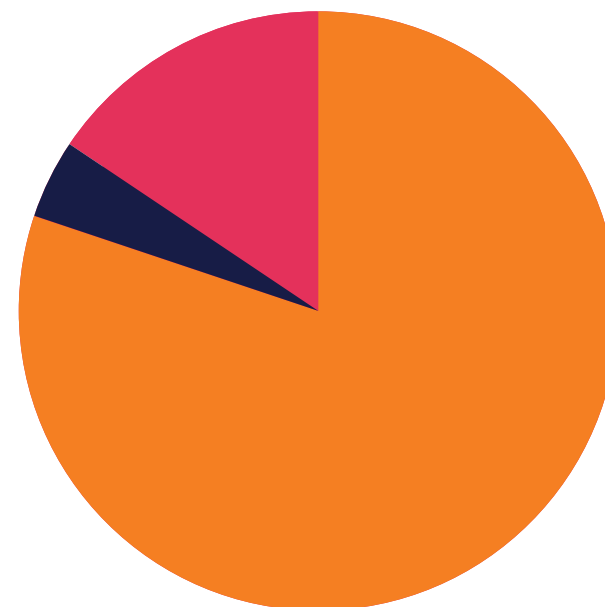
MAIA maintains a streamlined US office in order to maximize our impact in Guatemala. Our US office consists of one part-time and two full-time employees who support our 40+ member team in Guatemala. Since 2012, we have had annual external audits of our finances, striving always for full transparency for our donors.

Thanks to a handful of investors, MAIA is fortunate to feature a “100% model,” meaning every dollar of your contribution is directly invested in our students, staff, and families in Guatemala.

FISCAL YEAR	REVENUE	EXPENSES
2018	\$1,403,157*	\$1,169,807

\*In FY2018 MAIA raised an additional \$1,600,000 in revenue towards our capital campaign for the construction of the new MAIA Impact School in Sololá, Guatemala.

## FY 2018 FUNCTIONAL EXPENSES



- **Program:** \$936,894 (80.1%)
- **Fundraising:** \$181,214 (15.5%)
- **General and Admin:** \$51,669 (4.4%)

TOTAL FUNCTIONAL EXPENSES:  
\$1,169,807\*

TOTAL CAPITAL EXPENSES:  
\$2,045,733

# OUR DONORS

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Thank you to everyone who has invested in MAIA. Together we are supporting a generation of leaders that's discovering its infinite impact.

## **Over \$200,000**

Anonymous Donor

## **\$100,000 - \$199,999**

Rotary International Foundation

Stone Family Foundation

The Summit Charitable Foundation

## **\$50,000 - \$99,999**

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She's the First

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# Thank you | Gracias | Maltiox

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## **\$1-\$999**

We would also like to extend our deep appreciation to the additional 352 donors who each gave less than \$1,000 throughout the year and helped us to achieve our mission in 2018.

