



MAIA

2019 Annual Report



FROM OUR DIRECTORS: LESSONS LEARNED

2019 was a year of innovation and unprecedented achievement at the MAIA Impact School. Each day we witnessed Girl Pioneers discovering their strengths, using their voice, and thinking critically to find creative solutions to complex problems. We are grateful for the effort Girl Pioneers put into their growth, to the educators and mentors who provide them with the tools they need to succeed, and to our network of allies who support our mission to unlock and maximize the potential of young women to lead transformational change.

We are halfway there! 2019 marked the completion of the MAIA Impact School's middle school (grades 7-9). This is a golden opportunity to briefly reflect on this intense experience. MAIA aspires to be a *learning organization*. A key part of this continual process is acknowledging and learning from mistakes. This is an ideal time to briefly reflect back on some of the more significant "lessons learned" these first three years.

Lesson 1: Feeling like a hero feels awesome, but decidedly less so once you realize it is exactly the opposite of your mission. The hero mindset is obviously enthralling—who doesn't love that feeling? However, to feel heroic, one often needs a victim to "save." MAIA aspires to create agency (not victimhood) among Girl Pioneers. We have to find the discipline to resist the temptation to fall into this counterproductive philosophy.

Lesson 2: It is very difficult (and very important) to say no sometimes. MAIA cannot be all things for all people. Given our "inch wide, mile deep" ethos, we are more aware of the importance of focus. Narrowing the profile of Girl Pioneers who enroll in the Impact School does not make us popular, but we know that in the long run, it is the right thing to do.

Lesson 3: We all make assumptions. Inevitably, we need to reassess these. MAIA had several assumptions when we designed the Impact School. Some were very accurate and others...well, not even close. "Failing fast" and responding quickly is far better than slow-burn mistakes that fester because no one wants to acknowledge or own them.



These lessons were definitely not very enjoyable to learn. However, as MAIA now moves into the build-out of the high school, we know these lessons convert into knowledge. Today, we are buoyed by these experiences and the incredible momentum we take into this next phase. Three highlights are:

1. **Evidence of what happens when talent meets opportunity.** We now know that amazing things happen when you design a middle school for a specific profile. Girl Pioneers are averaging two years of academic growth for every year of school with MAIA. They challenge MAIA to keep pace with their trajectory.
2. **MAIA is emerging as the innovation hub we envisioned.** Through proactive partnerships, MAIA was able to connect over 40 schools and organizations with external innovation in 2019. We thrive thanks to a dynamic group of innovators who share their expertise and vision with us.
3. **We are making the invisible visible.** Girl Pioneers are bringing their voices and talents into the world. In 2019, MAIA students and staff were receiving awards in Abu Dhabi, presenting the Girls' Bill of Rights to the Deputy Secretary-General of the UN, leading sessions at an international math conference in California, and regularly appearing in national events throughout Guatemala.

We will take these lessons and face the new challenges head on to ensure MAIA continues to grow and innovate alongside the Girl Pioneers. MAIA strives to model an abundance mindset. We are inspired by the generosity of people from across the world who are investing and unlocking *Her Infinite Impact*.

With gratitude,



Norma Bajan
GT Executive Director



Travis Ning
US Executive Director



MISSION: To unlock and maximize the potential of young women to lead transformational change

OUR MODEL: MAIA's theory of change centers on the idea that by focusing intensive, personalized services on a group of Girl Pioneers and their families, they will catalyze widespread change for many. The infinity symbol depicts the journey of a Girl Pioneer as she unlocks *Her Infinite Impact*.

Systemic Change

Time and again, research demonstrates that educated women positively influence a country's environment, economy, health indicators, and security.

Selection

MAIA conducts a year-long intentional and strategic selection and onboarding process for incoming Girl Pioneers and their families.

Talent Pipeline for Local Industry

The MAIA Impact School is ensuring that Girl Pioneers have the skills for a 21st-century workplace. The MAIA Impact School will evidence the latent talent that Guatemala has never before seen or accessed (but desperately needs).

Open-Source Model

MAIA believes in having an abundance mindset. This is why we partner with other local organizations to share resources, trainings, and best practices to positively impact their ecosystem.

Laboratory for innovation

In addition to being a school, MAIA serves as a platform for innovation and sharing. The school draws innovations from international experts and then contextualizes, implements, and tests them.

Her Full Potential

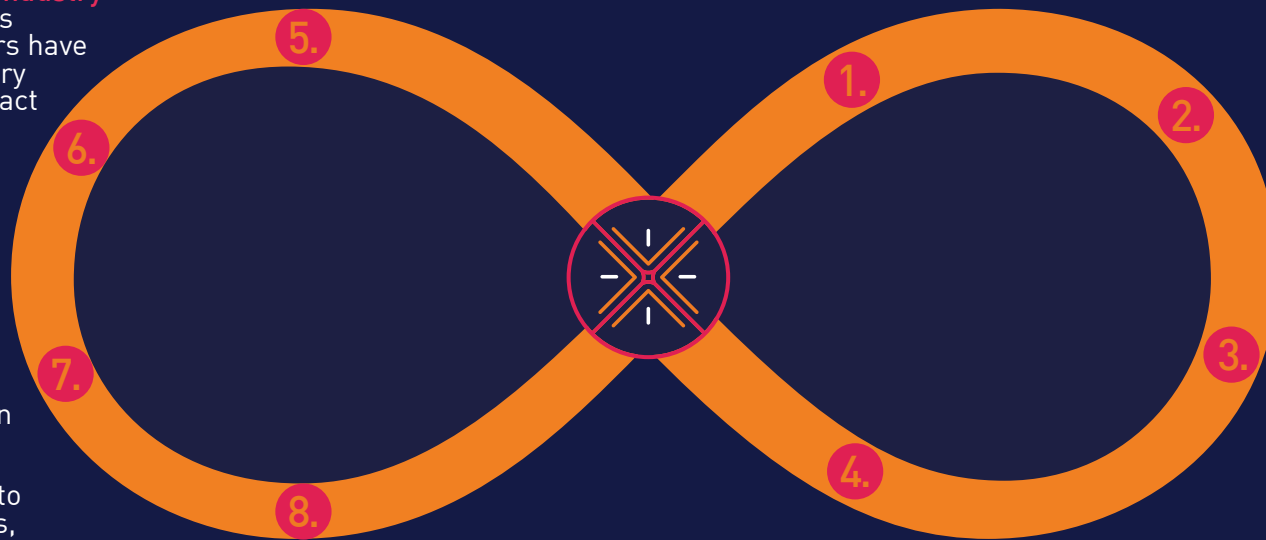
How far can she go? We believe that when Girl Pioneers have the tools they need to succeed, their impact is infinite. MAIA is driven by four organizational goals to ensure each Girl Pioneer is on a trajectory to meet her true potential.

Academics

The MAIA Impact School's rigorous academics draw from cutting-edge resources from around the world. MAIA invests in local educators who prove that local talent can provide world-class education.

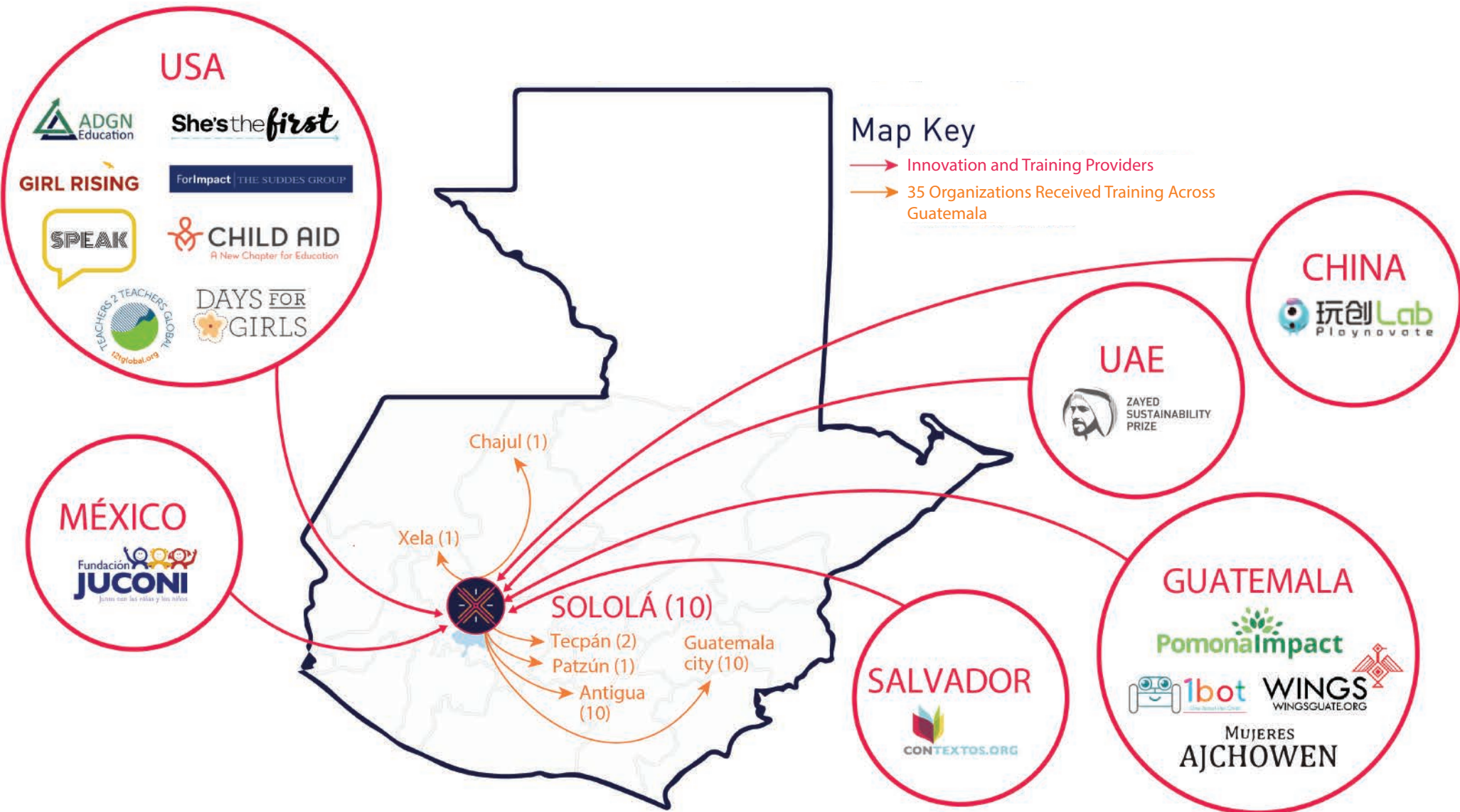
Whole-Girl Socioemotional Development

MAIA's mentorship and family engagement program centers on socioemotional wellness and access to information that is critical to the development and relationships of each Girl Pioneer and her family.



SYSTEMIC CHANGE NETWORK

The MAIA Impact School is designed to be an open-source innovation hub to propel systemic change. We are grateful to our local and international partners who are working together to create a more just and equitable world, where girls' education is the norm, not the exception.



OUR GOALS

All of our programming and innovation is aligned with these areas of impact, and each goal is monitored through incremental growth measured annually to ensure each Girl Pioneer is on a trajectory to meet her true potential.



1. ECONOMIC

AUTONOMY—Graduates will be independent and upwardly mobile when they earn the average income in Guatemala of \$4,000 per year.

*50 percent of Girl Pioneer graduates from the Starfish Legacy Program (who average 21 years of age) have already escaped poverty.**



3. LIFELONG

LEARNING—Graduates complete an average of 15 years of schooling.

*Girl Pioneer graduates from the Starfish Legacy Program are 60 times more likely to enroll in university compared to their non-MAIA counterparts.**



2. A FAMILY ON HER

TERMS—Graduates will delay marriage and pregnancy until they are at least 25 years old and in a stable position to support a family.

*92 percent of Girl Pioneer graduates from the Starfish Legacy Program are delaying motherhood in order to complete their studies and further their professional development.**



4. UNLOCKING LEADERSHIP

POTENTIAL—Girl Pioneers are empowered to empower.

*58 percent of Girl Pioneer graduates from the Starfish Legacy Program hold a formal leadership position within an organization.**

**Data based on a study of Girl Pioneer graduates from the Starfish Legacy Program, a scholarship and mentorship program that served girls in Sololá for 11 years before the opening of the MAIA Impact School.*

OUR IMPACT: 2019 Impact Data



Girl Pioneers' New Trajectory

The MAIA Impact School had an annual retention rate of 96 percent (only 10 percent of indigenous girls graduate from high school in Guatemala).

Girl Pioneers gained an average of 1.5 years of academic growth in math in 2019 (only 6 percent of high school graduates in Sololá are considered proficient in math).

Girl Pioneers received 1,358 hours of school in 2019 compared to 965 hours in the average Guatemala public school.



Investing in local talent to provide world-class education

Each MAIA educator received 1,276 hours of professional development.

MAIA educator retention rate has been 99 percent since 2017.

The MAIA team is 82 percent Maya and 82 percent female.



Success with families, not in spite of them

95 percent of mothers and 82 percent of fathers participated in MAIA Impact School parent meetings.

Mentors dedicated nearly 13,000 hours of accompaniment to Girl Pioneers and their families.

MAIA parents average 3 years of formal schooling.



Systemic change through innovation and partnerships

22 partner organizations provided training to the MAIA team and Girl Pioneers.

MAIA facilitated access to training for 40 organizations.

There were 1,800+ visitors to MAIA Impact School.

2019 HIGHLIGHTS



First year with a full middle school in our new building

2019 was MAIA Impact School's first year in our new school building and with a full middle school. Students come from over 40 different rural communities.

Zayed Sustainability Prize

MAIA was selected as the most "innovative and inclusive" school in the Americas and received a \$100,000 award that launched the Zayed Garden at the Impact School. The Zayed Garden combines learning opportunities with traditional Mayan farming practices, organic gardening techniques, and nutrition.



STEM Conference

MAIA hosted a STEM conference in collaboration with Teachers2Teachers Global for 25 teachers from all over Guatemala. This was the first conference of its kind in the department of Sololá.



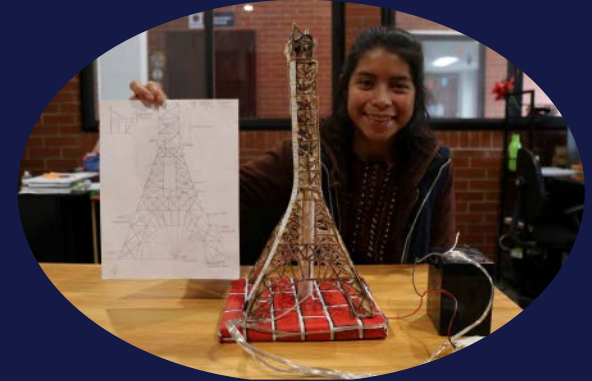
MAIA educator presents at the Math conference in San Diego

MAIA's Math educator, Yolanda, presented her paper on "Global Lessons from Rural Guatemala on the Empowerment of Women and Girls through Mathematics" at the National Council of Teachers of Mathematics, the largest gathering of math educators in North America.



Soy Inventora

Girl Pioneer, Adela Ester was awarded Honorable Mention at Soy Inventora (I'm an Inventor), a science, technology, and robotics competition for secondary students at one of Guatemala's best universities.



Student Government

This year, MAIA's first student government was elected. These Girl Pioneers represent the student body and think critically about the importance of representation at the Impact School and on a national level.



Sololá Town Fair Parade

Girl Pioneers participated in the Town Fair parade and proudly held up signs of books they read, important female figures, and rallies for the campaign "girls, not mothers," advocating for preventing teen pregnancy.



Olympics

Girl Pioneers competed against middle school students from the entire municipality in the regional Academic Olympiad. They received awards in the science, math, and language and communication categories.



Girls Bill of Rights

For the International Day of the Girl, Girl Pioneers submitted their response to the International Girls' Bill of Rights. MAIA graduate Angelica was among the international representatives to present the Girls' Bill of Rights to the Deputy Secretary-General of the United Nations.



Guatemalan Women Leaders Congress

MAIA High School Director Lidia Oxí was a panelist in the Chamber of Commerce's Guatemalan Women Leaders Congress, where the voices of extraordinary women were celebrated.



First Zayed Garden Harvest

The first harvest was used in the Impact School kitchen for school meals and also shared with parents and families of the students and the local community.



Her Impact Leadership Forum

MAIA took part in the Leadership Forum (Her Impact) organized by Vital Voices. Brenda Saloj, intervention educator and librarian, presented on leadership to students from all over Guatemala. Three Girl Pioneers also presented project proposals to help their communities and are in the running to receive funds to execute them.



Vilma Attends INCAE Business School

Vilma, MAIA Impact School's Director, was the recipient of a scholarship for INCAE Business School's Civil Society Emerging Young Leaders Program.



Social Transformation Award

MAIA Executive Director Norma Baján was recognized as an inspirational changemaker in the Social Transformation category at a local media event in partnership with the United Nations Population Fund.



Selection Process Completed

Following a yearlong application, selection, and preparation process, 48 girls representing over 30 communities were chosen to make up the newest class of Girl Pioneers enrolling at the Impact School in January 2020.



Thank you to everyone who supported MAIA to make 2019 our best year yet!

ZAYED SUSTAINABILITY PRIZE



MAIA was awarded the 2019 Zayed Sustainability Prize as the most “innovative and inclusive school in the Americas” and received \$100,000 to launch the Zayed Garden at the Impact School.

The Zayed Garden combines learning opportunities with traditional Mayan farming practices, organic gardening techniques, and nutrition.

Research & Design: To design the garden, the Zayed Garden committee (Girl Pioneers and MAIA staff) visited local organic garden projects and met with parents to learn from their wisdom and experience.



Implementation: All Girl Pioneers at the MAIA Impact School participated in the building and planting of the garden and 30 percent of parents participated in preparing the land and building.

Curriculum: The Zayed Garden curriculum combines theory and hands-on experience both inside and outside of the classroom, focusing on topics such as earth science, agriculture, environment, sustainability, and nutrition. The first harvest was used in the Impact School kitchen for school meals and also shared with parents and families of the students and the local community.



Transferring Knowledge: In collaboration with the science educator, students are designing long-term sustainability projects that will be implemented at the school and will incorporate ways to share the knowledge with the broader community.

We are excited to see how Girl Pioneers continue to use the Zayed Garden as a tool for learning and community impact.

OUR FINANCIALS*

To maximize our impact in Guatemala, MAIA maintains a streamlined US office. The majority of the US team is now based in Guatemala to support our 40+ member team at the Impact School.

Since 2012, we have had annual external audits of our finances, striving always for full transparency for our donors. In 2019, MAIA received a four-star Charity Navigator rating and earned a GuideStar's Platinum Seal of Transparency.



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

*MAIA is undergoing its 2019 audit at the moment. We will update this page once we receive our official audited financials.

FISCAL YEAR	REVENUE	TOTAL EXPENSES
2019	\$1,287,710.59	\$1,671,874**

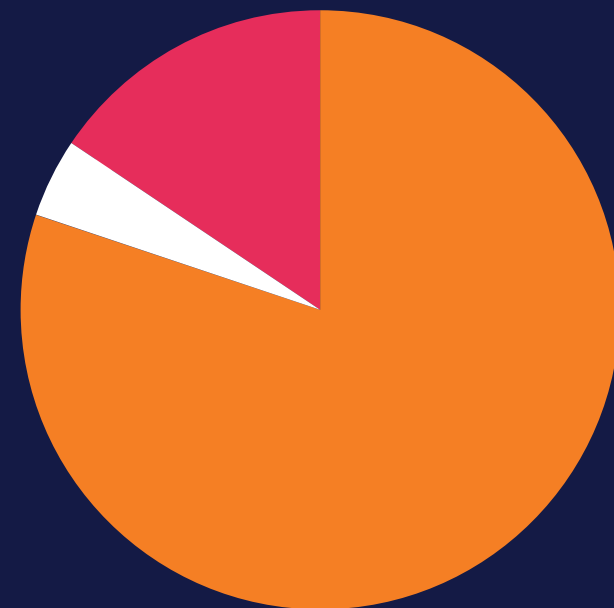
**In FY19, MAIA had two expenses that resulted in a negative balance.

The first is the completion of the construction of the MAIA Impact School. Funds received in prior years were spent in FY19 to complete the school. We are thrilled that the project was completed without incurring any debts.

The second expense relates to the Quetzal University Fund (QF). QF is a group of volunteers who support Girl Pioneers through university. In FY19, the QF opted to move their fundraising efforts to a different 501c3 (Evergreen Rotary). As a result, MAIA transferred its assets to this new fiscal sponsor.

FY2019 FUNCTIONAL EXPENSES

Does not include capital expenses



- **Program:** \$1,118,858 (79.31%)
- **Fundraising:** \$192,547 (15.5%)
- **General and Admin:** \$99,264 (7.04%)

TOTAL FUNCTIONAL EXPENSES: \$1,410,669

TOTAL CAPITAL EXPENSES: \$261,205

OUR DONORS

Thank you to everyone who has invested in MAIA. Together we are supporting a generation of leaders who are discovering their *Infinite Impact*.

\$50,000 +

Anonymous
Karla Drewsen
Julie and Tom Hull
She's the First
The Ward Foundation

\$20,000 - \$49,999

Anonymous
Laurie Baxter and Charles Cannon
Harvey Family Foundation
Dave and Cindy Higgins
Partners Asia
Reading Village
Cyrus and Joanne Spurlino
Weyerhaeuser Family Foundation
Barney Visser

\$10,000 - \$19,999

Anonymous
Nancy Ebb and Gary Ford
Bill Ernstrom and Janie Hanson-Ernstrom
Lynn Lippert and Sal Jepson
Matthews Foundation
Bill and Katie McNabb
Jerry and Christi Nielsen
Rich Rainaldi and Martha Records
Douglas and Patricia Spaulding
Strachen Foundation
Szekely Family Foundation
Sean and Rebecca Weaver

\$5,000 - \$9,999

Ernesto Abeytia and María Alvarez
Anonymous
Anonymous
Scot and Karen Barker
Robert and Patricia Johnston
Dr. Diane and Andy Kane
Troy and Katie Klith
Chris and Bill McClure
Lynne and Neal Miller
Jake Norton and Wende Valentine
Ounsworth-Fitzgerald Foundation
Judith Shine
Meg and Sam Steere
Stephen Wise Temple
Tides Foundation
Ward Van Dervort

\$1,000 - \$4,999

Anonymous
Ambar and Gargi Bajpai
Chris and Ellen Belle
James and Kelly Bick
Kathy and Tad Blank
Hunter Bost and Kristel Dorion-Bost
Betsy and Scott Bowie
Sara Carter
Rafael and Lauren Cofiño
Bill and Rhonda Crossen
Suzanne Davis
Davis Graham & Stubbs LLP
Karen DelRaso
Lindsay and Jake Douglass
Mary Elke
Colleen and Mike Eslinger
Colleen Faddick
Sean Flaherty

Michael Gallagher and Constance Cleator
Allen and Jan Gerstenberger
Daniel Giron
Greg and Vikki Goldberg
Elaine Halbardier
David Giron Jansa
Carol Hampf and Peter Kloepper
Diane Hartman
Kathy Hawley
Henry E. Niles Foundation
Jeff and Leslie Holzman
Philip and Marianne Kanning
Mary Keating
Lael Klitsch and Garth Tait
Peter and Terri Konrad
Julie and Matthew Kotler
Susan and Stephen Kurtz
Tish and Todd Landrum
Sharon Langendoerfer
Jessica Loring
Mark and Nancy Montstream
Christine Murphy and Norman Mueller
Neeb Family Foundation
John and Renee Neswadi
Jennifer and Mike Nevins
Maria and Chad Oxman
Painter Ohrbeck Family
Stephanie Ortiz
Douglas and Hazel Price
Leslie Puth
Lisa and Duane Raleigh
Marla Rapp
Wilma Jean Reichard and Gordon Howie
Susie and Kurt Rinehart
Koehl Robinson
Mike and Ginny Ross
Nuria and Ronald Rowley

Rotary Club of Conifer
Judy Sadlier and Gene Budinger
Richard Schiffrin
Richard Schirmer and Florence Walraven
Matlock and Amanda Schlumberger
Mimi Schlumberger
Craig Smith and Sue Heffernan
Jody and David Smith
Alicen and Stephen Spaulding
Daniel Steele and Gwen Dewey
Thendara Foundation
Tom and Wendy Thorpe
Ellen Wakeman
Mark Weakly
Jess Weiner and Felipe Lopez
Jane Weyerhaeuser-Johnson and Steve Johnson
Suzanne Yankovic

\$1-\$999

We would also like to extend our deep appreciation to the additional 361 donors who each gave less than \$1,000 though out the year and helped us to achieve our mission in 2019.

Monthly Donors

Ellen and Chris Belle
Clara Campos
Lisa Eyler
Daniel Giron
John Hayet
David Giron Jansa
Carol Jordan
Jessica Loring
Molly Molander

Renee and John Neswadi
Mariangeli and Travis Ning
Stephanie Ortiz
Maria and Chad Oxman
Isabel Pokorny
Jennifer Prehn
Anita Rayburn
Linda and Jeff Reichel
Judy Sadlier and Gene Budinger
Jennifer Schapiro
Heather Shiell
Darlene and David Silver
Lynduh Soldavini
Elisa Speranza

Guatemalan Donors

Asociación Civil Red Ciudadana
Stephanie Arriaza
Yolanda Atienza
Martha Casasola
Cemaco
Fundación Voces Vitales
Julio Martinez
Alberto Rivera
US Embassy in Guatemala
Mercedes Yaquián

Thank you

Gracias

Maytiox



This list reflects donations made in the FY19 fiscal year (October 2018 through September 2019.) If we have made an error, we sincerely apologize and ask that you contact us at info@maiaimpact.org.