



MAIA

2022 ANNUAL REPORT



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A group of women, likely Girl Scouts, are standing outdoors. They are wearing colorful, traditional-style dresses with intricate patterns and bright colors like red, blue, green, and yellow. The women are smiling and looking towards the camera. The background is slightly blurred, showing what appears to be a building or structure.

**A Girl Pioneer's Journey:
Meet María Florinda**

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“Thank you for believing in us and giving us the opportunity to show that we can. We are proud to be part of MAIA and the second generation of graduates!”

-Dilma, Girl Pioneer

A GIRL PIONEER'S JOURNEY: MEET MARÍA FLORINDA

I come from a rural community in Guatemala. Many girls have to drop out of school after sixth grade because their parents don't have the economic resources to keep them in the classroom. Parents think that girls must get married and become mothers. Girls don't have any other options than to stop studying and get married because that is the life they know.

This could have happened to me. The difference in my story is that I found MAIA.

I didn't want to get married. I wanted to continue learning to achieve my many goals. I want to attend university, travel to other countries, and learn languages like French. I knew I had to stay in school if I wanted these dreams to happen.

It was challenging to convince my parents to support me because of the ideas they had about girls' education. However, I talked to them about my goals and that one day I want to have a better life, not just for me but for my siblings.

So, after finishing sixth grade, I started my journey at the MAIA Impact School. Here, I had a chance to develop my skills, build my self-confidence, become a leader, and overall receive the education I deserved.

In October 2022, I was selected by MAIA and the Obama Foundation to speak at a [Girls Opportunity Alliance](#) event in New York. When I found out I was going, I was so excited. I wanted to demonstrate that education can empower girls, make changes in girls' lives and make changes in society.

Finally, in November 2022, I graduated from the MAIA Impact School. My graduation showed me that I am capable of achieving my goals. **I feel so proud of myself and also so thankful to my parents and MAIA because they believed in me.**

María Florinda received a scholarship to study nursing in 2023. Her bold journey to success has just begun!

"I didn't want to get married. I wanted to continue learning to achieve my many goals. The difference in my story is that I found MAIA."



WHAT WE DO



Rigorous Academics

The MAIA Impact School boasts academic quality and quantity with a focus on creating knowledge and know-how.

Socioemotional mentorship

Mentors support Girl Pioneers to navigate life's challenges. Mentorship classes focus on leadership development, reproductive health, civic participation, and nutrition.



Family engagement

Motivated and connected families ensure that a Girl Pioneer does not have to choose between a prosperous future or her family—she can have both.

Launch Program

A one-year program for Girl Pioneer graduates that generates opportunity in the formal economy and success in university through professional skill development, university coaching, and workplace experience.



Local Leadership

Every year, we invest in over 100 hours of professional development for each MAIA educator and mentor to cultivate best practices, innovate curriculum, and improve teaching methodology.



Girl Pioneers are not the problem, they are the solution! Everyone everywhere can step forward and ensure girls and women reach their full potential.

2022 YEAR IN REVIEW



94%

of Girl Pioneers continued their education at the MAIA Impact School in 2022.



1,398

hours of individual and group socioemotional education was provided for Girl Pioneers to reinforce nonacademic content areas.



34.5%

of Girl Pioneers graduates have secured university scholarships for the 2023 school year.



IMPACT SCHOOL



97%

of Girl Pioneers finished the academic year with passing grades.



1,390

hours of academic instruction in math, reading comprehension, and technology were provided by MAIA educators.



74%

of all Girl Pioneers achieved an A2 English proficiency level.



SOCIOEMOTIONAL DEVELOPMENT



1,499

home visits were conducted by MAIA mentors to keep families informed, inspired, and working towards a new shared vision of their future.



401

hours of classes in content areas such as sexual and reproductive health, leadership development, communication skills, and goal setting.



2

platforms to strengthen Girl Pioneers' preparation on technology, digital security, and holistic, integral wellbeing ([DiverArte](#) and [JovenSalud](#)).



LAUNCH YEAR



295

hours of workplace training, including 7 formal certification courses, were completed by Girl Pioneers.



89.6%

Girl Pioneers completed a formal internship, gaining key work experience and skills.



34.5%

Girl Pioneers have secured formal employment, with 9 in the application process.



LOCAL LEADERSHIP



**ANDREA COCHÉ &
MARTHA LIDIA OXÍ**

Introducing the new co-executive leadership model featuring two powerful women poised to lead MAIA into our [next stage](#).



ROSELIA TOJ

Director of Impact Programs, traveled to Denver, CO, and met with representatives from the [Launch Internship Program](#).



YOLANDA YAXÓN

Academic coordinator earns a fellowship with [Connected](#) to create educational projects that meet the changing needs in her community.

GIRL PIONEERS HIGHLIGHTS

Girl Pioneer **María Florinda** participated in Obama Foundation and Girls Opportunity Alliance event *Get Her There* in New York.



Girl Pioneers **Lucero and Diana** won first place in Guatemala's annual STEAM conference in the *category of Arts*.

Girl Pioneer **Dilma** broke barriers and demonstrated what Indigenous girls can achieve through the power of non-conventional education.



Girl Pioneer **Adela** created the [Youth Impact Club Up and Up](#), a space for young Indigenous girls like herself to lead transformational change in their communities.



Girl Pioneer **Marisol** shared how she has grown beyond cultural barriers in Guatemala through her [family garden project Huertos Familiares](#).

Girl Pioneer **Claudia** was the [only Indigenous woman to earn a full university scholarship](#) from the Guatemalan foundation **Juan Bautista Gutiérrez**.



[41 Girl Pioneers graduated](#) from high school and unlocked the power of the **Girl Effect**.

FINANCIALS

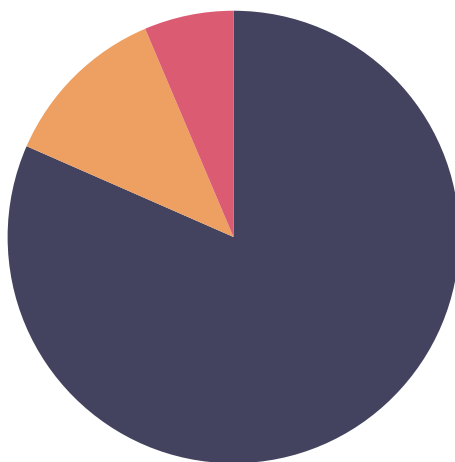
To maximize our impact in Guatemala, MAIA maintains a streamlined US office. The majority of the international team is based in Guatemala to support our 70+ member team at the Impact School.

Since 2012, we have had annual external audits of our finances, always striving for full transparency for our donors. In 2022, MAIA received a four-star [Charity Navigator](#) rating, the [Candid GuideStar Platinum Seal of Transparency](#), and a Top Rating from [GreatNonprofits](#).



| Fiscal Year | Total Revenues | Total Expenses |
|-------------|----------------|----------------|
| 2022 | \$1,539,310 | \$1,166,432 |

FY22 EXPENSES



- **Programs** - Investments to provide quality education and empowerment of Girl Pioneers: \$951,468 (82%)
- **Fundraising** - Funds to multiply your investments and impact \$140,360 (12%)
- **General & Admin** - Institutional costs that help us achieve our goals: \$74,604 (6%)

We are celebrating many triumphs of this past year, thanks to the dedication and commitment of Girl Pioneers and their families, all staff at MAIA, and every single one of you, as part of a strong community of donors, partners, and allies.



HOW CAN YOU GET INVOLVED?



[Subscribe to our mailing list](#)
and receive impact updates and
inspiring stories directly from
Girl Pioneers.



[Ignite YOUR infinite impact](#) by
becoming an #Ally to Girl Pioneers
with a monthly gift!

Thank you for supporting MAIA in 2022. We look forward to working alongside you to strengthen and further our impact.

¡MUJER EMPODERADA, UN IMPACTO INFINITO!



MAIA