

2022-2024 STRATEGIC PLAN'S GOALS AND ACHIEVEMENTS

At MAIA, we are proud to have successfully achieved the ambitious goals outlined in our 2022-2024 Strategic Plan. Over the past three years, we have made significant progress in strengthening our organizational capacity, enhancing our programs, and deepening our impact. Below is an overview of our strategic goals and the key milestones reached during this period.

Goal 1: Strengthen our Human Resources and Organizational Growth

We institutionalized roles, responsibilities, and processes to enhance organizational efficiency, restructured the HR team, and developed a compensation system to ensure just wages and foster staff retention. Our staff grew from 66 in 2022 to 77 in 2024, and we partnered with the Steve Trautman Company to systematize knowledge transfer strategies.

Goal 2: Develop and Systematize Project Impulso

Project Impulso, a year-long academic leveling and socioemotional learning program to prepare Girl Pioneers to be successful in secondary school, effectively addressed academic disruptions caused by 2+ year school closures due to the COVID-19 pandemic, significantly improving reading and math proficiency among students. The program maintained a 95% retention rate, and its curriculum was systematized to address long-term academic and socioemotional needs.

Goal 3: Systematize Academic and Socioemotional Mentorship and Family Engagement Programs

We developed comprehensive academic curricula aligned with rigorous university standards, integrated new leadership and health curricula, and achieved a 96% retention rate for Girl Pioneers. The socioemotional curriculum was validated by external experts, ensuring sustainability and impact.

Goal 4: Develop and Systematize the Launch Program

The Launch Program, created to pave pathways from graduation to postsecondary opportunities, successfully facilitated university access and employment, with 68% of graduates attending university and 31% securing formal employment. The program's curriculum and evaluation methodologies were fully systematized to support its sustainability.

Goal 5: Strengthen the Monitoring and Evaluation (M&E) Program

We established a robust M&E system to assess program effectiveness and Girl Pioneer's progress. We implemented a comprehensive M&E calendar, trained staff through partnerships with organizations like the Obama Foundation's Girls Opportunity Alliance and She's the First, and validated evaluation tools in collaboration with the Population Council. We published our first qualitative impact report, [Education: A Gateway to Empowerment](#).

Goal 6: Strengthen Fundraising and Communication for Sustainability

We exceeded the goal of a 10% revenue increase, achieving an impressive 47% growth by expanding our donor base and implementing strategic communication initiatives. Key accomplishments included local visibility campaigns, systematizing Salesforce for improved monitoring, and launching innovative donor engagement strategies.

Goal 7: Streamline Governance and Organizational Structure

We successfully unified the US and Guatemalan operations under a single governance framework. We transitioned to an Indigenous-led executive leadership model, ensuring sustainable local leadership and organizational growth.