

20 25

ANNUAL REPORT

Education-Leadership-Community



MAIA

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CELENA AND CELESTINA

A Year of Co-Leadership and Transformation

at the Impact School

Stepping in as Co-Directors of the MAIA Impact School in 2025 has meant, above all, learning to lead side by side. This first year has not been about individual leadership but about trust, shared work, and the certainty that when one of us holds steady, the other moves forward too. We have learned that we do not need to know everything separately to lead well: we complement one another, strengthen one another, and make decisions with the confidence that we are building together.

It has been a year of transition, challenges, and growth. Moving from accompanying processes to leading them has required us to relearn, listen more deeply, adapt, and take on new responsibilities. It has also reminded us of something profound: leadership is also about care—caring for our team, families, resources, and above all, for each Girl Pioneer who trusts this space as a place to transform her future.

At the MAIA Impact School, education has always been about much more than content. This year made that especially clear: transformation happens when a Girl Pioneer strengthens her critical thinking, finds her voice, develops leadership, and begins to see herself as someone capable of making decisions and positively influencing her community. And that transformation does not affect the Girl Pioneers alone. It also reaches the educators, mentors, families, and everyone who contributes to building quality education grounded in shared responsibility and trust.

Leading the MAIA Impact School also carries a deeply personal meaning for us. We come from Indigenous communities and understand the barriers many Indigenous women face. That is why every step we take in this role is also a message to the Girl Pioneers: if one of us can do it, they can, too. We want them to know that where they come from does not limit where they can go; on the contrary, it can be a source of strength, purpose, and leadership.

Looking ahead, we dream of MAIA continuing to grow as a model of transformative education, a space where Girl Pioneers continue developing their talents, where more educators strengthen their practice, and where our experience can inspire other communities and schools.

Thank you, to everyone who believes in Girl Pioneers discovering their potential, breaking barriers, and becoming leaders capable of transforming their lives, their families, and their communities.

With gratitude and conviction,

Celena Cuy and Celestina Poz
Co-Directors, MAIA Impact School

In 2025, Celena and Celestina stepped into the role of Co-Directors of the MAIA Impact School, building on Vilma Saloj's leadership as she transitioned into MAIA's Executive Director of Strategic Partnerships.

Celena



Celestina



WE ARE MAIA

We are an organization led by Indigenous women for Indigenous girls.

Mission and Vision

We maximize and amplify the transformative power of women to create a society with equity and opportunity.

Goals

These four goals are the pillars of a better future for everyone—they guide this important work and continue to evolve through innovation.



Goal 1:

ECONOMIC AUTONOMY:

Graduates **secure formal jobs with stability and independence**, earning salaries above the national average.



Goal 2:

LIFELONG LEARNING:

Graduates complete an average of **15 years of education**.



Goal 3:

A FAMILY ON HER OWN TERMS:

Graduates **delay marriage and motherhood until after the age of 25** to lead choice-filled lives.



Goal 4:

EMPOWERED TO EMPOWER

Graduates **are leaders and reach their full potential**.



IMPACT MODEL

Each year, 450 young women and their families—approximately 2,800 people—from over 47 rural highland villages in the department of Sololá, Guatemala, are served through MAIA. We call our students “Girl Pioneers” because many are the first in their families to continue their education beyond primary school. Our model creates a support system that empowers young women to break cycles of exclusion and poverty through high-quality education and strong local leadership.

This proven model consists of the following programs:



Impulso Program:

Bolstering educational momentum for 6th-grade girls to successfully transition from primary to secondary school by addressing learning gaps and providing socioemotional support.



The MAIA Impact School:

Redefining secondary education for young Indigenous women in Guatemala by connecting them with culturally grounded learning and practical skills that unlock doors to higher education, formal employment, and a bright future.





Post-Secondary Success Program:

Opening pathways for MAIA graduates to university, careers, entrepreneurship, and leadership through coaching, skills, and real-world experience.



Local Leadership Development Program:

Investing in local leaders to build a pipeline of Indigenous women leaders to transform education and drive systemic change across Guatemala.



Socioemotional Mentorship and Family Engagement Program:

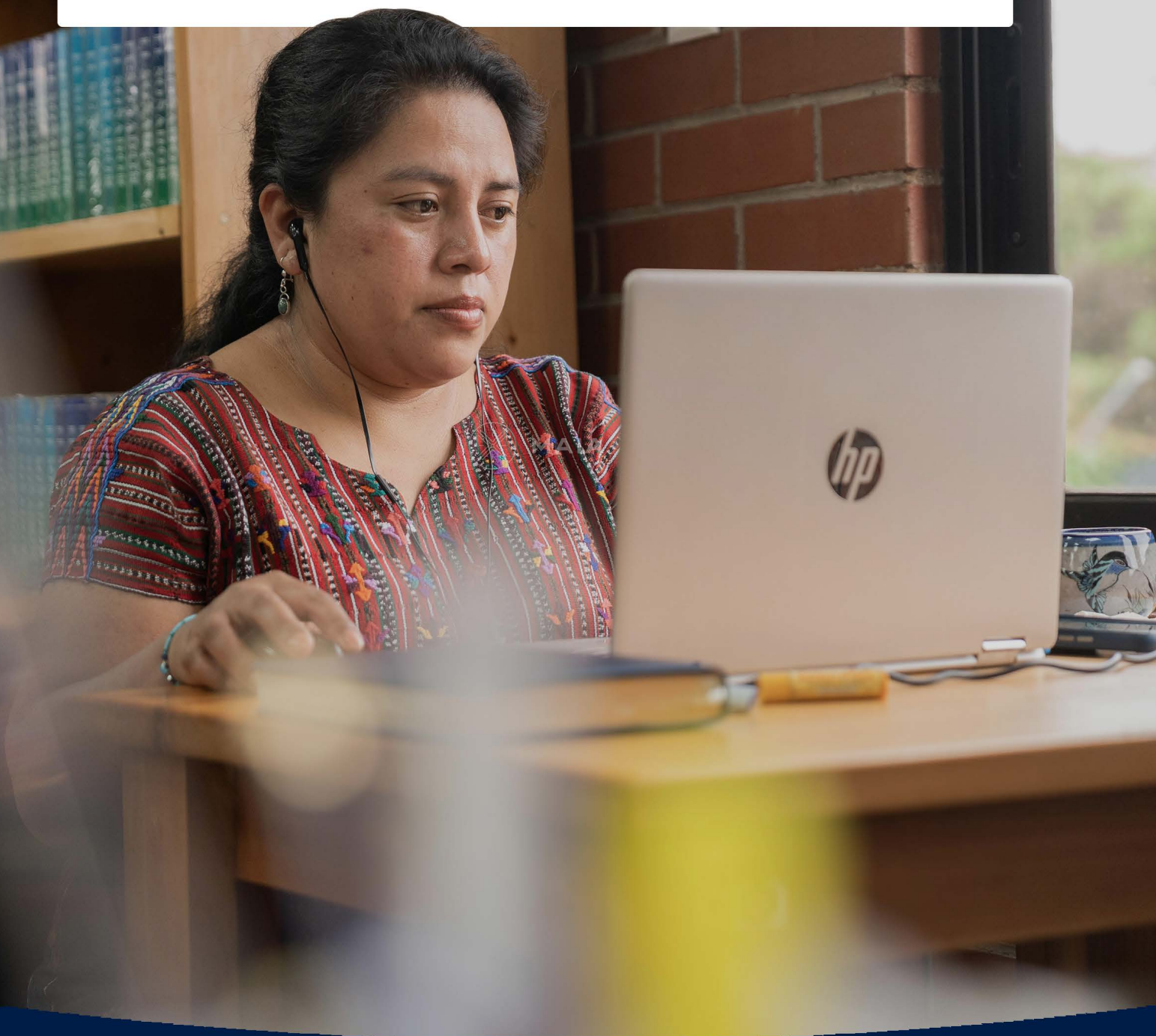
Enabling our students—and their families—to lead choice-filled lives by strengthening their social and emotional well-being, leadership skills, reproductive health knowledge, and vocal empowerment.





OUR TEAM AT MAIA SERVES AS A GUIDE
for the Girl Pioneers, but they are the ones
who lead their own education

Vilma Saloj- Executive Director of Strategic Partnerships



WHAT WE BUILT TOGETHER

2025 invited us to reflect on the transformative power of women. These milestones show what is possible when we work as a community: progress rooted in talent and determination; in the committed work of the team, Girl Pioneers, families, and partners; and in voices coming together to reach new spaces and create lasting impact.

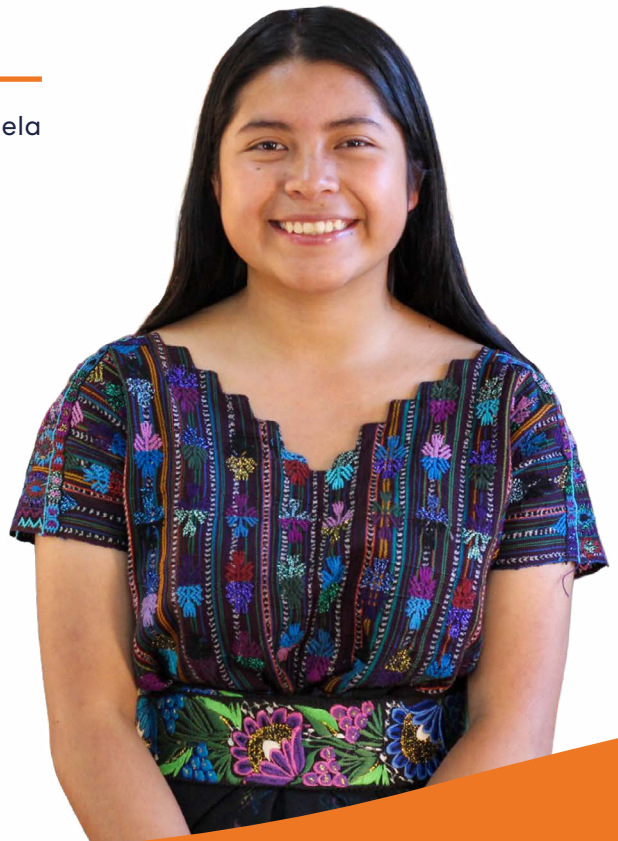
- **Opening Doors to Education:**

Four MAIA graduates received university scholarships through SHE-CAN and Fundación Juan Bautista Gutiérrez through their determination and commitment, supported by their coaches and families. Roselia, Saudy, Jessica, and Linda are continuing their higher education and building the futures they envision.

- **Indigenous Women Amplifying Voices Together:**

Adela, a MAIA graduate, is currently in her third year of university studying Communications. In 2025, she participated for the second consecutive year in the United Nations Framework Convention on Climate Change, held in Brazil, as an observer in climate adaptation negotiations. She focuses her voice and leadership on environmental advocacy, representing youth from Indigenous Guatemalan communities

—
Adela



Wendy, also a MAIA graduate, is in her third year of university studying psychopedagogy. Since 2024, she has been part of the team at Alba Nueva Desarrollo Profesional, a company focused on coaching and strengthening organizational culture.

Wendy serves as a virtual learning coordinator and technical facilitator for both in-person and virtual workshops. After graduating from the MAIA Impact School, she became a youth leader. She is currently a primary delegate in the Red de Jóvenes Ajk'at Iximulew de Guatemala. In these spaces, she uses her voice and skills to advocate for human rights and environmental care.

Wendy



Ixchely

Ixchely Saloj, English educator at the MAIA Impact School, was selected to participate in the 30th AFS Youth Assembly in New York, one of the world's most prestigious youth leadership gatherings. From the Action and Impact Hub, she shared her experience with young leaders from around the world, connecting the voices of Indigenous Guatemalan women to global movements.

Girl Pioneers Shining

Alexandra, a 8th grade Girl Pioneer, earned third place in Guatemala's National Science Olympiad. She used her knowledge and skills to create an innovative experiment that combined wind energy, origami, mechanics, and recycled materials.

Yojana and Ingrid, both in 9th grade, also showed their talent and intelligence at CIMAT Fair 2025 in Guatemala City, where they won first place in the Mathematics category.

MAIA Alumni Network

In 2025, our first-ever Alumni Network came to life: a unique space where more than 50 MAIA graduates came together to strengthen their leadership, identity, and sense of belonging beyond the classroom. It was a space for reflection, dialogue, inspiration, and joy, and its impact continues to grow through the connections formed during the gathering.

• Together, Driving Transformation

In partnership with nine civil society organizations and educational authorities in Sololá, we co-founded VOCES por la Educación, an initiative focused on sharing educational best practices to strengthen the teaching sector across the department. We trained 100 teachers from 25 communities in innovative literacy, math instruction, and classroom management, with the support of 25 facilitators from partner organizations.

We also joined efforts with the Asociación de Desarrollo de la Mujer K'aK'a Na'oj (ADEKAM) and Guatemala's Ministry of Health. Through a series of workshops, Girl Pioneers explored topics such as identification of violence, building of healthy relationships, menstrual hygiene, and sexual and reproductive rights.

First Alumni Network Summit



Indigenous Voices Reaching the World

In a feature article exploring the complexity of the social and structural barriers Indigenous women face, as well as limited access to quality education, [the global media outlet BBC highlighted the stories of Girl Pioneers](#), their families, and the team. The feature shows how MAIA continues breaking barriers through education and empowerment.

[The German media outlet ARD also highlighted](#) the story of Rosy, a Girl Pioneer whose journey reflects how transformation in her life and community begins with quality education, socioemotional support, and leadership tools.

Through its online platform, F5, a company focused on science and technological development, [interviewed Vilma Saloj, Executive Director of Strategic Partnerships](#). The conversation highlighted how MAIA provides STEM education (science, technology, engineering, and mathematics) that strengthens critical and logical thinking for decision-making.

Maritza Ortiz, Director of Development, and Linda Pablo, MAIA graduate and English educator, [were featured on the Georgetown Public Policy Review podcast](#). In this conversation, they shared our educational approach as an organization led by Indigenous women for young Indigenous women, and how our model transforms not only the lives of women, but also the lives of their families and communities.





**As a family, we now also encourage our
relatives and neighbors to believe
IN THE POWER OF EDUCACIÓN**

Carmen Bocel- Parent



IMPACT IN NUMBERS

2025 was a year full of purpose, new strategies, milestones reached, and lessons learned. Together we build the impact of the programs—led by our Girl Pioneers and their families, supported by our team, and made possible by partners like you who believe in this mission.

Academics



281 girls

enrolled in the Impulso Program and the MAIA Impact School



2401 people

reached, including Girl Pioneers and their families



1406 hours

of effective instruction delivered

Socioemotional Support and Family Engagement



969 hours

of one-on-one mentoring



717 hours

of training in social and emotional education, leadership, sexual health, and vocal empowerment



1611 home visits

conducted by our mentors

Post-Secondary Success Program: MAIA graduates redefining their future



508 hours

of academic and career advising for Girl Pioneer graduates



59% of MAIA graduates

are employed in formal jobs



57% of MAIA graduates

are currently pursuing university degrees

Women leadership



87% of our staff members

are women



86% of our staff members

identify as belonging to Indigenous communities



26% of our team

is formed by MAIA graduates





**MY DREAM AFTER GRADUATING
FROM UNIVERSITY**

**is to be able to advise more women so they can
strengthen their economic independence**

Angela - MAIA Graduate



YOUR GIVING IN ACTION

MAIA is a registered 501(c)(3) nonprofit in the United States and Asociación MAIA in Guatemala, governed by one unified Board of Directors across both entities. Through trust-based philanthropy and community-led approaches, your investments are stewarded with intention, transparency, and responsible management, ensuring alignment with a shared mission and vision and a long-term commitment to Indigenous women’s leadership.

Revenue (US and Guatemala)

Charitable Giving	93%	\$2,429,256
Foundations to US.	53%	\$1,408,938
Individuals to US	28%	\$722,507
Corporate to US	1%	\$22,075
Foundations to Guatemala	11%	\$275,736
Other Revenue	7%	\$188,933
Capital Improvements	1%	\$30,000
Guatemala Local Donations	4%	\$105,953
Interest US>	2%	\$52,980
Total FY 2025 Income		\$2,618,189

Expenses (US and Guatemala)

Program Services	87%	\$ 2,061,731
Administration	6%	\$ 136,559
Fundraising	7%	\$ 160,329
Total FY 2025 Expenses	2025	\$ 2,358,617

To view MAIA’s full financial audit reports (501(c)(3) and Asociación MAIA) and the U.S. IRS Form 990, visit [our website](#)



LOOKING AHEAD

2025–2029 Strategic Priorities

01 Optimize & Innovate

- Strengthen our model through data and feedback.
- Refine the selection process of new Girl Pioneers.
- Strengthen their transition from primary to secondary school.
- Expand and deepen their postsecondary pathways.

02 Strengthen Our Core

- Attract, retain, and invest in top local talent.
- Strengthen data systems to guide decision-making.
- Communicate our mission and impact to inspire engagement.

03 Scale Our Impact

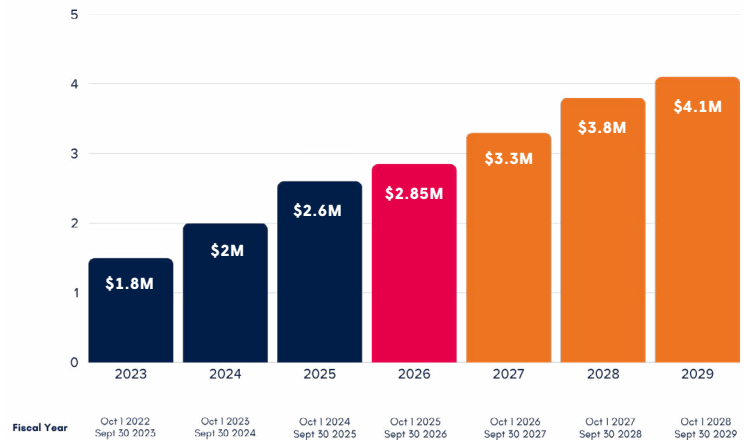
- Train to expand the reach of girl-centered, community-driven approaches.
- Leverage our networks to strengthen the ecosystem for girls and women.
- Amplify their voices and leadership through national and international participation.

04 Expand Local Leadership

- Strengthen the leadership of Indigenous women across our organization and beyond.
- Multiply the impact of local Indigenous talent.

Strategic Growth Need

We invite you to join the work towards the ambitious goals of [our five-year strategic plan](#).



2025 showed us what is possible when a global community comes together—when Girl Pioneers are supported to lead, and Indigenous women drive change in their communities. This report reflects both the progress achieved and the opportunities ahead. As the first year of a bold five-year strategic plan comes to a close, it is clear that this is only the beginning.

The path forward is ambitious, and reaching these goals will require continued investment, partnership, and shared commitment. Expanding opportunities for Indigenous girls and young women means deepening the work, strengthening systems, and ensuring that every Girl Pioneer has the support to lead a choice-filled life.

Each of us has a role to play. Investing in Indigenous women’s leadership creates a ripple effect that transforms families, communities, and future generations. Together, this collective effort becomes a force for lasting change.

Gracias. Matyox. Thank you.

Executive Leadership Team





Stay connected

[Sign up here](#) to stay current on the good news, milestones, and updates from the Girl Pioneers, their families, and our team. We promise every message will be intentional and worth your time.



MAIA

Follow us on: