A Year of Great Success

FY 2019–2020 Annual Report
This past year has been one of great growth for Chicas Poderosas, most importantly, solid and sustainable growth. We put together an international team of professionals that has allowed us to extend and strengthen our community, impacting women in media in Latin America and beyond. We’ve put underrepresented issues on regional and national agendas, generating necessary conversations and sparking change. In doing so, we continued inspiring women, promoting female leadership, and generating opportunities for more voices to be heard.

With growth comes lots of challenges and even more opportunities to learn, innovate, and improve how we serve our community. As these past few months posed new unexpected conditions and difficulties, we’ve been able to quickly adapt to support our community in difficult times. In these uncertain times we find it is our community, thousands of women in 17 countries, who are inspiring us with their projects, ideas, teamwork and power.

As we move forward to a new year where we hope to continue igniting change, we are certain of one thing: together we are better.
Chicas Poderosas Values

**Collaboration:**
Excellence is achieved by working together towards a common goal and embracing diversity.

**Inclusion:**
We create safe spaces that are open to all people and all truths, to build initiatives with female leadership.

**Commitment:**
We build our community based on trust, commitment and a sense of responsibility.

**Transparency:**
We believe in openness and sincerity in all our practices and actions.

**Authenticity:**
We believe in embracing our own power and standing with our whole being

“We believe that we rise by lifting others up” - Robert Ingersoll
Inception
Founded by Mariana Santos to help close the gender gap in newsrooms.

Growth
Established five new chapters in Colombia, Chile, Costa Rica, Florida and Argentina.

Fellowship
Stanford Knight Foundation Journalism Fellowship awarded.

19 Million Project
Organized by Chicas Poderosas for 150 journalists, developers, designers and activists in Rome.

501(c)3
Became a 501(c)3 nonprofit organization in the State of California.

Award
Prize for innovation in workflow awarded at Hacks and Hackers Media Party.

Publications
Original international special report published; 34 collaborative stories published in total.

- Chicas Poderosasas Timeline -
Chicas in Numbers

34 country ambassadors

Active in over 17 countries*

A network of 6,000+ women

* Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, Spain, Mexico, Peru, Guatemala, Venezuela, Spain, Portugal and the United States
Some highlights of 2019...

**International Network**
Generated networks in 17 countries that provide professional advancement for women journalists

**Program Expansion**
Implemented five programs to help promote female leadership in the media

**Community Development**
Created safe spaces for the development of projects for under-represented voices to be heard

**Membership Model**
Developed a membership model for the long-term sustainability of Chicas Poderosas
In July of 2019, we held a mediathon in Argentina where we trained over 100 women journalists over two days in the capital city of Buenos Aires.

**Event**

20 women from primarily rural Argentinean cities brought their diverse regional perspectives, networked, and exchanged experiences and knowledge with their colleagues.

**Impact**

+17,000 people visited the stories produced at the event, gained access to the impact that collaborative journalism can have, and were exposed to the work of women journalists.
#Tierra Poderosa

In October, we held a mediathon in Popayan, an incredibly remote area in Colombia, which included two days of workshops and presentations by NGOs and a one month long collaboration process.

**Event**

47 women from indigenous and rural communities, and organization leaders share their experiences and knowledge of environmental issues they face.

**Impact**

100 women and men trained on journalistic tools and learned to create collaborative projects by working together under the guidance of a mentor.
# Voces EnAlza

In November, we held a mediathon in Mexico, 25 women travelled from 17 Mexican states to participate in the two day event in Mexico City

**Event**

10 civil society and grassroots organizations raised awareness among journalists about different types of abuse and violence perpetrated against women in Mexico

**Impact**

Six professional women trained mediathon participants on specific journalist tools. The stories developed here have been published by national and regional media outlets
In December 2019 we conducted a Powerful Investigation. This multimedia project focused on the human experiences of women and non-binary people who migrate in, and from, Latin America.

The investigation was carried out by an editorial team of 11 journalists and two designers based in five different countries in Latin America. The stories produced in the investigation were published on a multimedia platform and reproduced in multiple media outlets.
Chicas Poderosas developed an online course that provides women everywhere with the skills necessary to become leaders in media. This first course, entitled “Mujer, Poder y Medios” (Women, Power, and Media) supports Spanish speaking women and gender non-binary people in media.

The course provides training and knowledge to help steer journalism careers into building inclusive, diverse, collaborative, and innovative media outlets and newsrooms. It is led by 15 women leaders in media from across Latin America and Europe. As of June 2020, the course kicked off with over 3,600 participants signed up.
The program gives our ambassadors, who coordinate the local chapters of Chicas Poderosas in 17 different countries, the tools and leadership skills to be able to create, strengthen, and run communities, while promoting diverse and inclusive leadership of women in media.

Due to the COVID-19 pandemic, Chicas Poderosas worked to transform the training from an in-person event lasting one week into a three-month digital program. Online trainings happen each week, and the Chicas team follows up virtually with each ambassador on their development moving forward.
Powerful Conversations

A space for virtual and transnational conversations on topics relevant to women journalists, designers, communicators, activists and more. Women with different professions, backgrounds and life experiences discuss topics in a live broadcast via YouTube.

Harnessing the power of live broadcasting to develop a new method for conversations that connects and inspires our entire network. This program covers the COVID-19 pandemic in Latin America as well as the increased intersectional challenges and inequalities women and non-binary journalists face in the workplace.
Which social efforts are working the hardest?

- **Instagram**: @poderosaschicas, 7,000+ followers
- **Twitter**: @poderosaschicas, 10,700+ followers
- **Facebook**: facebook.com/chicaspoderosas.org, 10,000+ followers
Mayra is a 25-year-old journalist who lives in Autlán de Navarro, México. She works at the regional news outlet Letra Fría where she covers environmental and public health issues. Marya joined Chicas Poderosas in 2018 when she applied to be part of El Poder de Elegir, a fact-checking project in Mexico concerning the presidential election.

Mayra was part of the organizing team of #VocesEnAlza mediathon and one of the journalists involved in 10 HistoriAs MigrAntes. She submitted a story pitch on an indigenous woman from Guatemala who migrated to Mexico following a man she met online.

At the mediathon she worked on communications, which gave her the opportunity to be creative and learn how to generate brief but direct content. Mayra says she now uses these skills at her reporting job. “It helped me think more about the formats I use, to be more creative in the journalistic products I do, and to have a more engaging tone on social media. In Chicas Poderosas I’ve found what I haven’t found in other spaces. There’s sorority, support, learning, growth, diversity, and great passion for what we do.”
Natalia Fernández Hormiga is a 28-year-old graphic designer who lives in the Colombian town of Popayán, and belongs to the Yanacona indigenous community. Natalia works in visual communications projects, and is currently one of the two Chicas Poderosas ambassadors in Colombia.

Natalia joined the community in 2019 through a friend that invited her to be a part of the team that organized the #TierraPoderosa mediathon in Popayán. She states "At the mediathon I saw the quote “want is power” materialize before my eyes, and I realized I was contributing to that."

On her role as an ambassador, Natalia says “Being an ambassador means the opportunity of knowing and learning from very talented women, and receiving total support towards raising awareness on issues that, on a personal level, I feel are important to disseminate in our communities. We are learning together skills that will help us boost our projects, with a support network that is asking themselves similar questions to the ones I have; that’s encouraging.”
Annual Budget Growth

Data retrieved from Wiley Online Library
Funders & Sponsors

A special thank you to our funders and sponsors for making Chicas Poderosas' programs possible
VISION for 2020

We imagine:

A world where newsrooms and media outlets are as diverse as our communities.

A world where women in journalism have a sisterhood to lean on.

A world where that sisterhood creates real change for communities everywhere.

To bring this world to bear, we will work in 2020 to:

- Expand our communities in Latin America, North America, and Europe
- Increase our programs to address the needs of women in media.
- Help our chicas grow, persist, and succeed