A Year of Challenges & Opportunities

FY 2020-2021
Annual Report
This past year has been challenging for the world. As the pandemic and social debates brought inequalities into the spotlight, we’ve strengthened our mission to include those voices that are underrepresented in the media, alongside the voices of women.

The shift to the virtual world presented Chicas Poderosas with an opportunity. Having moved all programs to a digital format, we seized this opportunity to go beyond our usual audience. In our online course, we’ve reached thousands of people from over 30 countries, reaching participants beyond capital cities and involving those who couldn’t have participated in an in-person event. We held our first regional virtual mediation with 100 journalists working together remotely to tell underrepresented stories.

As we continued to increase the reach of our programs, we asked ourselves how can we be more inclusive, how can we invite media outlets to have more diverse editorial agendas and newsrooms, and how can we make more voices heard. As the debate regarding gender evolves and the struggle of women has become visible, we’ve seen it is part of our mission to drive that conversation forward. We’ve adopted a feminist intersectional approach that has pushed us to include more people from the LGBTTQI+ communities, reach out to people from indigenous and afro-descendant communities, include people who didn’t have the same opportunities as we’ve had, and more.

We continue to think of ways to make media and journalism more inclusive, so not only are more voices heard, but so that we are all better informed.
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.

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

**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.

"We believe that we rise by lifting others up" - Robert Ingersoll
Chicas in Numbers

- 32 country ambassadors
- Active in over 16 countries*
- A network of over 15,000 women & LGBTTQI+ people

*Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Mexico, Paraguay, Peru, Portugal, Spain, United States, and Venezuela.
Some highlights of 2020

**COVID-19 Response**
Adapted all programs and events to be virtual; expanding our reach and number of program participants.

**Story Publications**
Published 35+ stories created and developed by women and LGBTTQI+ journalists in Latin America.

**Team Expansion**
Doubled the number of core team staff members to create and implement new programs.

**Funding Increase**
Increased program funding more than 100% from the previous year, despite the impact of COVID-19.
Argentina Investigation
Los Derechos no se Aíslan

The investigation Los Derechos No Se Aíslan ("Rights cannot be confined") explores how the access of women and LGBTTQI+ people to their sexual and reproductive rights was affected during the pandemic in Argentina. It was carried out by 45 journalists from all regions of the country, in a collaborative and interdisciplinary process.

The investigation had a direct impact on the lives of the people whose stories were told. For example Angie, a trans woman living in Santa Cruz, was granted a surgery she needed because of unsafe cosmetic treatments after the investigation's publication.

- During the first week of publication, the website received more than 13,000 hits
- Data from the investigation was quoted by a senator in Congress during the debate to legalize abortion in Argentina
- The publication was featured by 120+ media outlets and news organizations including Washington Post, AJ+ and Open Democracy

Learn more: losderechosnoseaislan.com
Virtual Mediathon
Resonar

More than 100 people who identify as women and LGBTTQI+ individuals who work in media participated in this virtual experience of collaborative journalism. Participants from Bolivia, Colombia, Ecuador, and Venezuela produced podcasts on how the COVID-19 pandemic affected vulnerable populations.

Participants were trained in journalistic skills, with a gender and intercultural perspective. The aim of the mediathon was to create audio stories through a collaborative process and to publish them in media outlets.

- 66% of participants had not worked in collaborative journalism projects before
- The podcasts developed were published by 11 regional media outlets
- One podcast story received a mention in an award ceremony organized by Fundamedios

Listen to the stories: chicaspoderosas.org/historiasresonar
Open Online Course
Mujer, Poder, y Medios

Chicas Poderosas first online course, Mujer, Poder, y Medios (Women, Power and Media), aims to support Spanish-speaking women and non-binary people so they can advance in leadership positions and promote actions aimed at breaking down prejudices and discrimination of all kinds. The course provides skills and knowledge to guide their careers to build inclusive, diverse, collaborative and innovative workspaces.

The course was made available for free, asynchronously on Chicas Poderosas' platform in February 2021. A second course will be released in the end of 2021.

- More than 2,900 participants enrolled in the course in 2021
- Participants came from 15+ countries including Colombia, Mexico, Guatemala, Argentina, Puerto Rico, Canada, Spain, Australia, Angola, Cuba, Switzerland, India, and France.

Learn more: chicaspoderosas.org/academy
Ecuador Investigation

Así Hacemos Periodismo

The investigation Así Hacemos Periodismo (This is how we do Journalism) explores the conditions in which women and LGBTQI+ people work in the media. An anonymous survey determined what types of risks, barriers, and discrimination are faced, how to build violence free work environments, and how the COVID-19 pandemic has ultimately deepened these crises.

As part of this research, Chicas Poderosas collected recommendations that allow progress in the construction of work environments free of violence. It was the beginning of a journey to transform the way we do journalism in Ecuador.

- The survey was answered by 236 journalists, a majority of whom were women in their 20s and 30s.
- 80% of women who have children reported having to reject job offers two or more times.
- One third of people surveyed need more than one job to pay the bills.

Learn more: asihacemosperiodismo.org
**Digital Health Platform**

**Hermanas**

The digital platform Hermanas (Sisters), supported by Chicas Poderosas, showcases research and narratives on women’s health, focused on empowering women and advocating for their health and wellbeing. It aims to change the way women's health is understood and how it is acted upon.

Hermanas demands better health services, normalizes prevention, disproves myths, impacts decision makers and empowers women to make informed health choices. It creates a space that is free of fear and prejudice, from which women can be encouraged to converse about traditionally taboo health topics.

- The first campaign of Hermanas reached 1,000 participants, and involved 20+ collaborators from Peru, Argentina, and The United States.

- Approximately 90% of collaborators did not know Chicas Poderosas before working on Hermanas, more than half of them are now following Chicas Poderosas events.

Learn more: [holahermanas.com](http://holahermanas.com)
Argentina Trainings
Talleres Poderosos

Chicas Poderosas held three virtual workshops to promote collaborative journalism in Talleres Poderosos (Powerful Workshops). These workshops focused on investigative journalism and data verification, data visualization, and the creation of podcasts from home.

The workshops were designed so people could learn together, as they worked collaboratively. Tools, platforms, and links to research were shared in the workshops. The tools and methodologies were designed to be accessible and easy to learn, to avoid barriers for participants to implement these skills at their jobs.

- Nearly 100% of participants agreed the links, presentations and shared tools contributed to their learning process.
- Over 750 people participated, mainly from different provinces of Argentina and other countries in Latin America.
- 96%+ of participants agree Chicas Poderosas' community is a space to raise doubts and share experiences.
Membership Model
Membresía Poderosa

As part of Chicas Poderosas efforts to become financially sustainable, the Membresía Poderosa (Powerful Membership) was created. It is an opportunity for the community to contribute to Chicas Poderosas sustainability while getting access to personal and professional development. Membresía Poderosa benefits include Wellbeing Circles, an internal newsletter, and 1-1 advisory sessions.

Since the initial launch, feedback has been gathered to improve the benefits membership can offer and to reduce the cost so more members are able to join.

- 30+ sessions of the Wellbeing Circles have been held, impacting people from 23 countries.
- Membership costs have been reduced to just a few dollars a month.
- New membership benefits, based on members feedback, will be implemented in July 2021.

Learn more & become a member: chicaspoderosas.org/membresia
Chicas Poderosas implemented a comprehensive communications strategy, with a strong focus on social media. We’ve developed a strategy to share the work of our organization, while engaging with our community members and the journalism environment in Latin America.

We’ve increased our followers to 40,000+ while innovating and trying out new formats and features to start conversations on the topics that matter most to our community, while also generating collaborations with other organizations and influencers.

- 300 articles published by media outlets mentioned or featured Chicas Poderosas work
- 20+ participations in journalism and gender conferences, including ONA and RightsCon
- 10,000+ individuals subscribe to our monthly newsletter
Which social efforts are working the hardest?

- **Instagram**
  - @poderosaschicas
  - 11,000+ followers

- **Twitter**
  - @poderosaschicas
  - 15,000+ followers
  - +72% increase in social media followers

- **Facebook**
  - facebook.com/chicaspoderosas.org
  - 12,000+ followers
During the pandemic some of Ester’s work came to a halt. She was in a complicated situation, without a job and going through difficult personal times. One of her professors insisted that she take Mujer, Poder y Medios, Chicas Poderosas’ first online course on leadership for women in media.

“At the time I didn’t speak Spanish and I didn’t want to take the course without being able to follow it, and I also thought ‘I’m not qualified enough’.” This year, in March 2021, she enrolled for the second edition of Mujer, Poder y Medios.

During the course and with therapy, Ester was able to work towards what she wanted. “While I was taking the course, I was able to get a job,” she says. “It’s not my dream job but it gives me stability.” With that stability, she started working towards her next goal: to get trained to become a gender editor. Inspired by one of the trainers of Mujer, Poder y Medios, she applied for a training fellowship.

“I was accepted to do a Masters in gender studies in Spain,” she says. After taking the course, Ester said “I’m more motivated, the person that started the course was sad, taken back by the circumstances.” Today, I am more centered. I changed my attitude and said “let’s get up and go”. Now I feel energy and motivated in spite of the circumstances that are still the same. My energy changed.”

Testimonials

Ester Pinnheiro
Fabiana lives in Sucre, in Bolivia. She was one of the participants in the Mediathon Resonar. This was her first time working with people from other countries, as the Mediathon included journalists from Bolivia, Colombia, Ecuador and Venezuela. “It was nice to share about ourselves” and get to know them, she highlights.

Fabiana collaborated remotely to tell the story of how afro-descendent women in Bolivia and Ecuador organized to respond to the consequences of the pandemic in their communities. To do the interviews, she had to travel for 15 hours to visit a community in the Yungas, since they did not have internet to do it online. As she is a designer, this was her first time interviewing people, and in a place she didn’t know, but she understood the need to make their voices heard. Along the way, she was supported by the mentor assigned by Chicas Poderosas to work with her team. “She helped us calm down and focus on the story” she said.

Fabiana stayed for two days in the community, getting to know the people, their routines, and their work. She was able to capture sounds along with the interviews, to enrich her team’s podcast. She also bonded with the woman she interviewed: “I came for an interview and found a sister.” When asked what she learned from the Mediathon, she said: “that I can create bonds of trust. That I can be good at doing interviews. That I can help raise other people’s voices.”
Annual Budget Growth

Data retrieved from Wiley Online Library
A special thank you to our funders and sponsors for making Chicas Poderosas' programs possible.
We imagine:

A world where women and LGBTTQI+ people in media have equal opportunities

A world where there is a strong community of trust and support

A world where this community creates real, necessary change

To bring this world to bear, we will work in 2022 to:

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