Letter from the Executive Director

Chicas Poderosas ignites change by promoting the transformation of media into more inclusive spaces and creating opportunities for diversities to transition into leadership roles. We are committed to improve the media landscape by providing DEI training in newsrooms which are predominantly white and male dominated in Latin America and across the world. We seek to create a strong, collaborative network of underrepresented communities to tell their stories, run their own media outlets, and change the narrative.

This year has been important for our organization's growth so we can continue strengthening our community with an inclusion platform that connects the diversity of realities; providing a more representative view of the world in the media.

Mariana Santos
Founder & Executive Director
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

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

*Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Mexico, Paraguay, Peru, Portugal, Spain, United States, and Venezuela.
Some highlights of 2022

**People Trained**
Over 2,000 people were trained in Chicas Poderosas programs.

**Countries Reached**
People in more than 60 countries were reached via programs and social media.

**Story Publications**
Over 35 journalistic stories told by women and LGBTQI+ journalists in Latin America were published.

**Partnership Development**
Partnerships and alliances were built with media outlets, editors, and organizations.
Climate Conversations

#HablemosDeCambioClimático

A massive discussion on climate change in Latin America, focusing on the impact on women and LGBTQI+ people living in rural and indigenous territories in the region.

The main thematic axes of the discussion concern how the climate crisis impacts the indigenous communities of which program participants are part of, especially women and LGBTQI+ people, what strategies are being implemented by their organizations to combat the climate crisis, and the violence against environmental defenders, the Escazú agreement, and the responsibility of the State in this ongoing crisis.

- 189 people registered from Argentina, Colombia, Mexico, Costa Rica, Ecuador, and Germany.
- The majority of registrants, 78%, were women.
- The inclusion of underrepresented indigenous voices was the greatest point of interest for people to participate in the conversation.

Learn more: chicaspoderosas.org/noticias/vocescrisisclimatica/
Powerful Stories Lab
Laboratorio de Historias Poderosas

The Powerful Stories Lab took place in Colombia, Ecuador, Brazil, and Mexico, where teams in each country created stories about underrepresented issues. The teams reported on access of sexual rights for women and LGBTQI+ communities, homicide, femicide, and hate crimes against the LGBTQI+ community. The teams also covered the household & care tasks crises that impacted women during the COVID-19 pandemic, and how women in indigenous communities, Afro-descendants, migrants and defenders have woven collective ties to transform their realities, resist violence, and seek justice.

These stories come in different formats: from written articles to podcasts, web comics, digital fanzines, illustrations and videos.

- 24 journalistic stories were published.
- In Colombia, one of the stories was awarded the “Caminando hacia la Justicia” prize.
- 16 workshops were conducted to equip the teams with journalistic tools, with the emphasis on gender and intersectional perspective.
Open Online Course
Modelo Para Armar

Modelo para Armar is the second Massive Open Online Course (MOOC) produced and created by Chicas Poderosas to address, discuss, define, redefine, question, deconstruct and hack journalism spaces. The course focuses on the way we conduct journalism, who we are when we do it, and for whom we do it. Belonging, equity, diversity, inclusion and transparency are at the core of this course.

The topics covered include afrodescendente and afro-belonging, contemporary ethnic identities, disability inclusive discourses, gender perspectives in journalism, non-exploitative relationships with work, and gender based violence.

- More than 1,500 people applied to the online course.
- 80% of participants identify as racialized or ethnically diverse (black, indigenous, mestiza, brown, Asian).
- 85% of participants were from Latin America, with the top five countries being Mexico, Argentina, Colombia, Ecuador and Peru.

Learn more: chicaspoderosas.org/academy
Rapid Response Fund
Fondo De Respuesta Rapida

The Rapid Response Fund for Latin America and the Caribbean is a support program for media and communicators launched by Internews, Chicas Poderosas, Consejo de Redacción and Fundamedios.

The program prioritized support for media, focusing on audiences with limited access to media on the pandemic, due to geographic, linguistic, technological, or cultural barriers. Beneficiaries received financial support to maintain their operations and develop content on the pandemic with a focus on vulnerable groups including indigenous communities, afro descendants, migrants, rural populations, women, and the LGBTQI+ community, in a context where access to verified, useful and inclusive information is crucial.

- 19 initiatives came from Argentina, Barbados, Brazil, Bolivia, Colombia, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Jamaica, and Peru.
- 12 media outlets participated –four radio stations, six digital platforms and two offline media– as well as four individuals, and three civil society organizations.

Learn more: chicaspoderosas.org/noticias/medios-y-comunicadores-apoyados-por-fondo-respuesta-rapida/
Climate Investigation
Investigacion crisis climática

A journalistic and collaborative research project about the impact of climate change in five regions of Argentina, carried out by a team of female and LGBTQI+ journalists, designers, and photographers located in different areas of the country.

At the national level, 120 articles related to the research have been published. At the international level, eight articles of the federal research were published in countries such as Mexico, Colombia, Venezuela, Uruguay and Guatemala, which shows a regional scope that is valuable to identify common points in the environmental problems of countries that share geographical scenarios.

- Over 60 teams applied from all of the country of Argentina.
- Eight teams were selected to tell journalistic stories and investigations about climate change coming from all regions of Argentina.
- Six workshops were held to prepare and equip the teams for the research.

Learn more: territoriosyresistencias.com
Leadership Incubator
Incubadora de Liderazgo

In Chicas Poderosas first Leadership Incubator, 25 media outlets across Latin America collaborated to promote innovative and intersectional forms of leadership. Presentations, workshops, collaborative meetings and mentoring sessions were held on innovative leadership forms to explore how to transform current work dynamics in media. This process resulted in work plans to transform newsrooms in Latin America.

Participants of the Incubator were journalists and media professionals from Latin America; centered on women and LGBTQI+ individuals.

- 48 journalists were trained in the Incubator.
- 25 media outlets in 16 countries participated in the program.
- 10 workshops were held on collaboration, leadership, diversity, and innovation.

Learn more: chicaspoderosas.org/noticias/incubadoradeliderazgo
Communications
Social Media Strategy

Chicas Poderosas implemented a comprehensive communications strategy, with a strong focus on social media. The strategy shares the work of our organization, while engaging with our community members and the journalism environment in Latin America.

We've increased our followers to 50,000; innovating and testing new formats and features to start conversations on the topics that matter most to our community, while also generating collaborations with organizations, institutions, Latin American collaborative projects, and members of our community.

- @poderosaschicas
- facebook.com/chicaspoderosas.org
- linkedin.com/company/chicaspoderosas
- youtube.com/c/ChicasPoderosasChannel
Which social efforts are working the hardest?

**Instagram**
@poderosaschicas
13,600+ followers

**Twitter**
@poderosaschicas
17,400+ followers

25% increase in social media followers

**Facebook**
facebook.com/chicaspoderosas.org
12,000+ followers
A special thank you to our funders and sponsors for making Chicas Poderosas' programs possible.
VISION for 2023

We imagine:

A community with an inclusion platform supported by social technology that connects the diversity of realities; providing a more representative view of the world in the media.

To bring this world to bear, we will work in 2023 to:

- Expand our communities in Latin America, Europe, and North America.
- Strengthen our programs to ensure they address the needs of underrepresented communities in the media.
- Help our communities grow, persist, and succeed in their professional and personal paths.