

# 2020 YEAR IN REVIEW









The year 2020 has been extraordinary in many ways. We welcomed the new year by celebrating Pro Mujer's 30th anniversary, reflecting on the advancement of millions of Latin American women over the last three decades and the role Pro Mujer played in this transformation. It is humbling to see how the commitment and tenacity of our team translated into supporting more than two million low-income women and their families with over 10 million health interventions and nearly four billion dollars in small loans. Early in 2020, we broke down barriers by

launching the first gender lens impact investment fund in the region, investing in small businesses and championing gender equality in the marketplace. We leveraged digital transformation to foster agility and efficiency in our operations. We launched *Ami Cuidado*, a new health platform focused on providing affordable, high-quality and gender-sensitive healthcare to women across the region.

Alas, this year brought unprecedented challenges. The COVID-19 pandemic upended our best laid plans and radically altered how our communities live, unleashing a humanitarian crisis in Latin America. Caught in the confluence of political polarization, ailing economies, widespread inequality and fragile health systems, the region has faced some of the highest death rates in the world. It is estimated that the coronavirus crisis will lead to the largest contraction in economic activity in the region's history, causing approximately 45 million people to fall back into poverty. Progress towards eradicating poverty over the past three decades has slowed down to almost half its former pace.

Women are bearing the brunt of the pandemic. More women than men have been pushed out of the workforce, resulting in loss of income and access to social benefits. Female business owners have been disproportionately impacted by the crisis. The burden of increased unpaid workload at home, including caregiving and household chores, which still falls primarily on women's shoulders, has contributed to unparalleled levels of anxiety and stress. Finally, the incidence of domestic violence, already at tragically high indices in the region, continues to rise.

Unprecedented challenges demand extraordinary efforts and determination. Pro Mujer is no stranger to crisis. Over the years, we have stood side by side with underserved women, through natural disasters, economic hardship, and gender-based violence. Our dedication is unwavering. We believe women must be at the core of the region's recovery.

Our focus on organizational excellence has better prepared us to respond to today's difficulties. We have invested in human capital, technology and partnerships. We have embraced digital transformation, client-centric approaches and a culture of innovation that values problem-solving and social impact to develop better services and products. These efforts have borne fruit. During the COVID-19 crisis, we were one of the first organizations to reach beneficiaries through digital channels with health safety educational campaigns. We have expanded our financial services to include online products, making it easier and safer for clients to access loans, make payments and manage their finances. We launched entrepreneurship training and online digital literacy programs through our social media platforms. We brought our health and wellbeing services to a digital platform that enabled mental and physical health consultations through telemedicine, and we launched the first-of-its-kind gender-based violence helpline in Bolivia, allowing thousands of women to access free psychological, legal and health counseling.

As we look ahead, we renew our commitment to stay vigilant and responsive to the challenges women face on a daily basis. We reaffirm our pledge to match their courage with our own efforts and results, and to continue to find meaningful ways to support and empower women in Latin America.

We count on you to forge ahead!

With gratitude,

  
Gillian Shepherd Mestre  
Board of Directors Chair, Pro Mujer

  
Maria Cavalcanti  
President & CEO, Pro Mujer

## A MESSAGE FROM OUR BOARD CHAIR AND CEO



Gillian Shepherd Mestre



Maria Cavalcanti



## 2020 FIGURES



**\$202 MILLION**  
DISBURSED IN LOANS



**195,000**  
FINANCIAL SERVICES CLIENTS



**20,000+**  
PEOPLE REACHED  
BY OUR COVID-19 CHATBOT



### REFUSING TO GIVE UP

*"As a result of the pandemic, I lost my income and had to shut down my business. Thanks to the economic support from Pro Mujer and [the] Coca-Cola [Foundation], I was able to come back stronger."*

**Olivia Cervantes,**  
internet cafe owner, Mexico

Olivia is one of 7,000 women who received economic and educational support from our COVID-19 response program in Mexico.

# ACTING SWIFTLY: PRO MUJER'S COVID-19 RESPONSE

In response to the COVID-19 pandemic, we quickly leveraged our health, education, and financial services expertise, as well as our growing network of partners and allies, to develop and implement safety protocols, accelerate our digital initiatives to expand the delivery of our services, and collect valuable data to better inform decision-making.



## USING TECHNOLOGY TO KEEP OUR COMMUNITIES SAFE

Protecting our staff is at the core of Pro Mujer's COVID-19 response. Pro Mujer developed a mobile app to monitor the risk of exposure to COVID-19 among our 1,500 staff members across the region. The data provides our leaders with insights and guidance on taking steps to manage the crisis.

Doing our part to keep our communities safe, we deployed health chatbots to assess potential exposure to COVID-19, evaluate symptoms and contagion risk. Over 20,000 people, most with limited or no access to health care used the service. Those found at risk were referred to health professionals in the Pro Mujer network for follow-up care.

## ECONOMIC HARDSHIP: PRO MUJER OFFERS A HELPING HAND

Across the region, women micro-entrepreneurs are facing lost sales and struggling businesses. Pro Mujer and the **Coca-Cola Foundation** launched a program in Mexico to provide direct financial support and educational resources to micro-entrepreneurs. More than 7,000 women have received direct economic aid totaling \$455,000, while more than 1,000 already registered for a series of additional online workshops to help them develop skills to grow their businesses.

Pro Mujer and **The J.P. Morgan Chase Foundation** teamed up to deliver economic aid to 1,200 women micro-entrepreneurs in Argentina and Mexico. The program provided access to a flexible loan product designed specifically to support small businesses struggling due to the pandemic. A similar program was launched in Bolivia to Pro Mujer's 120,000 financial services clients.



# RAMPING UP PRO MUJER'S HEALTHCARE DELIVERY

Pro Mujer prioritizes access to health for women and their families. Thirty percent of the population in Latin America faces barriers to health care. Some lack a nearby hospital or medical facility, others lack the financial resources to pay for transportation or do not have health insurance or savings to help cover the cost of prevention and treatment.



## AMI CUIDADO: A NEW MILESTONE IN ADVANCING HEALTH CARE

Pro Mujer reached an exciting milestone, launching *Ami Cuidado*, a data-driven platform to provide quality, affordable, and gender-sensitive healthcare to women across Latin America. This includes digital health services, brick and mortar locations, and a broad network of community health workers. *Ami Cuidado*, with the support of a network of partners, is poised to reach more than 2 million patients and expand to more than 90 clinics across Latin America by 2025, moving us one step closer to making access to high-quality health services a reality in the region.

## DIGITAL HEALTH TECHNOLOGIES

Pro Mujer continues to implement new technologies in health to expand women's access to care. Our program *Tu Asesor te Escucha* provided 4,500 virtual consultations to our patients.

We launched a digital diabetes calculator, reaching more than 5,000 people. The tool assesses a person's risk of developing diabetes, and is complemented by a prevention program that includes wellness workshops focused on nutrition and exercise.

## NEW ALLIES, NEW HORIZONS

We are thankful to **Open Road Alliance (ORA)**, **Horizon Therapeutics**, and **Avon**, who trusted Pro Mujer to take action for women during the COVID-19 pandemic.

**Open Road Alliance (ORA):** Pro Mujer developed a health chatbot to help women and their families in Nicaragua check their symptoms, receive up to date and verified health information and connect with doctors or nurses.

**Horizon Therapeutics:** We strengthened our Community Health Workers (CHWs) program with training and new technologies to provide health care in underserved and remote communities in Bolivia.

**Avon:** Pro Mujer launched the first health campaign through *Ami Cuidado*, focusing on breast cancer awareness. We have provided online workshops to 10,000 women. In 2021, we will be providing 2,500 cancer screenings with follow-up care. The campaign focused on prevention, including nutrition habits, exercise, and how to do breast self-exams.

## 2020 HEALTH FACTS:



**126,000**

HEALTH INTERVENTIONS



**11,300**

TOTAL CANCER  
SCREENINGS



**5,000**

USING OUR DIGITAL DIABETES  
CALCULATOR



## MY BODY, MY FUTURE:

*"As a woman, I have the right to take care of my health and make my own decisions, including if and when I want to have kids"*

**Karely Antonia Castro,**  
Nicaragua.

Karely participated in Pro Mujer's sexual and reproductive health program in Nicaragua.

# CONTINUING OUR JOURNEY TOWARDS DIGITAL TRANSFORMATION



**90,000+**

PEOPLE HAVE  
ACCESSED OUR ONLINE  
WORKSHOPS



## ACCESS TO CAPITAL, ONE CLICK AWAY

*"I feel more secure knowing that  
I can now access the funds I  
need for my store quickly  
and easily!"*

**Sarah Molina, Bolivia**

From the comfort of her home,  
Sarah Molina used our mobile  
app to apply for a loan to grow  
her artisanal bread shop in  
Santa Cruz, Bolivia.



Pro Mujer embraces a culture of innovation, incorporating new technologies that streamline operations, deliver client-centric services and help us impact exponentially more women.

## MAKING DIGITAL BANKING EASIER FOR WOMEN

Pro Mujer is helping close gender gaps in digital and financial inclusion. A new onboarding app is making it easier and quicker for women to apply for small loans to power their businesses. The tool simplifies the credit application process, and is designed to be safe, user-friendly, and quick for our clients with limited or no banking experience.

## MAKING ONLINE LEARNING ACCESSIBLE FOR WOMEN

Over 90,000 people have accessed our online financial, health, and capacity-building training and workshops. Our portal *Aprende con Pro Mujer* provides webinars, workshops, and interactive training modules, all geared towards making the learning journey easier and more accessible for women interested in starting or growing their businesses.

In partnership with **Uridu**, an organization bringing vital knowledge to marginalized populations, we have made 120 educational programs available at no cost to our 43,000 beneficiaries in Nicaragua. The materials are tailored for Pro Mujer women and include information on a wide range of topics, including health, nutrition, family planning, and childcare.

## PARTNER SPOTLIGHT

### A SPECIAL THANK YOU TO MICROSOFT PHILANTHROPIES

We appreciate Microsoft Philanthropies for their unwavering support, strategic insight and technical expertise in helping Pro Mujer build a robust digital platform that allows us to deliver more and better products and services.

This invaluable partnership has allowed women across Latin America to access digital literacy training and gain valuable skills for their businesses and professional development.

Part of these workshops include the #YoPuedoProgramar (#ICanCode) program, providing training to micro-entrepreneurs on how to create digital content for their businesses in order to drive visibility and sales.

For over a decade, Microsoft has been a critical partner in providing us with consulting support, access to software licenses and program funding. Microsoft's contributions have been integral to our success!

¡Gracias!







# COMBATING GENDER-BASED VIOLENCE

Latin America holds the second highest femicide rate in the world, and is a region where 40 percent of women will experience violence in their lifetime. Lockdowns due to COVID-19 have only worsened this already existing crisis.

Pro Mujer is building a network of direct support and referral for women experiencing domestic violence in the region.

## CASE STUDY: A FIRST COUNTRY-WIDE HELPLINE FOR WOMEN

Bolivia ranks among the most dangerous countries for women in Latin America. Pro Mujer has partnered with **Paceña**, one of the largest beverage companies in the country, to launch the first helpline to support people experiencing gender-based violence. They can access free and confidential crisis support, legal advice and psychological counseling. The service is available to anyone in Bolivia and has the capability to receive up to 4,000 consultations per month.



## LAS KORY WARMIS

Pro Mujer supports *Las Kory Warmis*, a theatrical group that uses drama in Spanish and Aymara as a healing therapy and as a form of awareness about violence against women.

# PIONEERING GENDER LENS INVESTING IN LATIN AMERICA

Pro Mujer has taken the lead advancing investment strategies that drive greater equality for Latin American women.

## THE ILU WOMEN'S EMPOWERMENT FUND AT A GLANCE:

**\$35 MILLION**

TARGET FUND SIZE

**70+**

INVESTORS

**20**

PORTFOLIO COMPANIES

**4,000**

AGGREGATED EMPLOYEES  
(52% FEMALE)

**400,000**

AGGREGATED CLIENTS  
(81% FEMALE)

**10**

COUNTRIES



## THE ILU WOMEN'S EMPOWERMENT FUND

Pro Mujer partnered with **Deetken Impact**, a Canadian investing firm, to launch the *Ilu Women's Empowerment Fund*. The fund aims to invest \$35 million in a diversified portfolio of high impact businesses that promote women in leadership and governance, products and services that meet the needs of women and girls, gender-sensitive value chains and workplace equity.

**USAID**, through the **DAI's INVEST** program, awarded a \$1.3 million technical assistance grant to the *Ilu Women's Empowerment Fund*.

## HOSTING THE FIRST GENDER LENS INVESTING FORUM IN LATIN AMERICA

The Forum brought together investors, entrepreneurs, and key actors to co-create innovative solutions. We focused on:

- Driving equality through gender lens investing
- Fostering technical assistance and support for women entrepreneurs
- Monitoring, evaluation and reporting
- Creating more visibility
- Developing alliances
- Influencing the public and private sectors



Left to right: Susana Garcia Robles, Venture Capital Investor · Karla Gallardo, CEO of VIWALA · Magali Lamyin, Communications Director at Deetken Impact · Natalia Wills, Pro Mujer's Country Representative in Mexico · Virgilio Barco, Managing Partner at ALIVE-Acumen participating at Pro Mujer's First Gender Lens Investing Forum LatAm.



# CELEBRATING 30 YEARS EMPOWERING WOMEN IN LATIN AMERICA



Left to right: Pro Mujer Founders, Lynne Patterson and Carmen Velasco

In 1990, Carmen Velasco and Lynne Patterson began creating a safe space in Bolivia's Altiplano region where women could connect for mutual support and encouragement. They offered microfinance, health and human development services to their growing base of female clients who would become the first beneficiaries of Pro Mujer.

Microfinance banks were rare, and economists doubted their viability. Microcredit posed an especially risky case because it served the needs of the poorest women, but through an

innovative communal banking and peer-group guarantee methodology, Pro Mujer found a way to mitigate that risk.

Women formed small groups with other women they knew in order to be eligible to borrow. If one member was not able to repay her loan, the group would help her repay it. Today, Pro Mujer has become one of the leading women's organizations in Latin America, offering an integrated suite of services in finance, health and education across six countries.



SINCE OUR FOUNDING  
PRO MUJER HAS IMPACTED  
**2+ MILLION**  
**WOMEN**



DISBURSED OVER  
**\$4 BILLION**  
IN LOANS TO FUEL  
SMALL BUSINESSES



DELIVERED OVER  
**10 MILLION**  
HEALTH INTERVENTIONS

---

## BOARD OF DIRECTORS

### OFFICERS

Gillian Shepherd Mestre, M.D., Chair

Ana Demel, Vice-Chair and Secretary, NYU School of Law

Mark Roy McMahon, Treasurer, Independent Consultant

### MEMBERS

Zelma F. Acosta-Rubio, Interbank

Jennifer Mary Brooks, Microsoft Philanthropies

Tony Carr, Halloran Philanthropies

Maria Cavalcanti, Pro Mujer President & Chief Executive Officer

Daniela S. Colaci, MD, MSC, Maven Inc.

Ruth B. Cowan, Emerita

Diego Cristancho, Accenture Interactive

Vanessa Dager, Credit Suisse

Martha Herrera, Cemex

Kate Lauer, Stripe

Jeffrey MacDonagh, Grandfield & Dodd, LLC

Camilo Mendez, Geraldine R. Dodge Foundation

Matthew W. Patsky, Trillium Asset Management

Robert Rosone, Deloitte

Nancy Swanson, Linked Foundation

Christine Switzer, Fidelity Charitable

Rosemary Werrett, Emerita

### FOUNDERS

Lynne Patterson, Pro Mujer Co-Founder

Carmen Velasco, Pro Mujer Co-Founder

### UK BOARD OF TRUSTEES

Maria Cavalcanti, Pro Mujer President & Chief Executive Officer

Olivia Ha, Wells Fargo Securities International

Baroness Gloria Hooper, House of Lords

Marisol Mosquera, Aracari Travel

Isabel Ruiz, University of Oxford

Celia Szusterman, The Institute for Statecraft

## TEAM

### EXECUTIVE COMMITTEE

Maria Cavalcanti, President & Chief Executive Officer

Carmen Correa, Chief Operating Officer

Lelio Di Geronimo, Chief Innovation and Technology Officer

Rolando Schmidt, Chief Financial Officer





## PARTNERS

Accenture  
Acrux Partners  
Acumen  
ADA-Appui au Développement Autonome  
Asociación PASMO  
Avon Foundation  
Beatcycling Mexico  
Bergstrom Foundation  
Bikla  
BNP Paribas  
CAF-Development Bank of Latin America  
Cinemex  
Cisco Networking Academy  
Cleary Gottlieb Steen & Hamilton LLP  
ClickMedix  
Clínicas EnDi  
Coca-Cola Foundation  
Cogan Family Foundation  
Credit Suisse  
DAI  
DLA Piper  
Davis Polk & Wardwell LLP  
Deetken Impact  
Eurofins Foundation  
Facebook  
Fondation CHANEL  
Fundación de Waal  
FUCAM-Fundación para el Cáncer de Mama  
Fundación PROFIN  
Fundación Solydes  
Fundación WWB Colombia  
Grupo Coppel  
Guerrant Foundation Inc.  
Halloran Philanthropies  
Hispanics in Philanthropy  
Hivos  
Horizon Therapeutics  
IYEM-Instituto Yucateco de emprendedores  
Johnson & Johnson

J.P. Morgan Chase Foundation  
Kering Foundation  
La Cana  
LearnMatch  
Linked Foundation  
LocFund II  
Mamotest  
MEDA  
Microsoft Philanthropies  
Microwd  
Mural Med  
Nacional Monte de Piedad  
NetHope  
New Ventures Mexico/VIWALA  
Open Road Alliance  
Paceña Cervecería Boliviana Nacional S.A.  
Peruvian Connection  
Pfizer  
Pintadita  
Private Haciendas  
PROCOSI  
ProDesarrollo  
RADIM  
REDCAMIF  
Robert Duvall Children's Fund  
Salesforce.org  
Strachan Foundation  
Tinker Foundation  
Trust for the Americas  
USAID  
UN Women  
Uridu  
Vaya Adventures  
Vision Education  
Voz MCM A.C.  
Wells Fargo  
W.K. Kellogg Foundation  
Womanity Foundation  
Women Forward International



## INVESTORS

ADA Microfinance  
Banco BISA  
Banco del Bajío S.A.  
Banco FIE  
Banco Galicia  
Banco Ganadero  
Banco Hipotecario  
Banco Itaú  
Banco Nacional de Bolivia S.A.  
Banco Union S.A.  
BDP S.A.M.  
BlueOrchard  
CAF-Development Bank of Latin America  
Capital + SAFI S.A.  
Cynthia Calvert  
Daughters of the Holy Spirit  
Deetken Asset Management  
DFC-U.S. International Development Finance Corporation  
Dominican Sisters of Hope  
Enabling Capital Ltd  
Financiera Nacional de Desarrollo  
FIPADE SAFI S.A.  
FJC  
FOMYPE  
FONCAP-Fondo Nacional de Capital Social  
Glide Master Fund SPC Ltd.  
Global Partnerships  
Inter-American Development Bank  
KIVA  
Locfund  
Mercantil SAFI  
Mercy Partnership Fund  
Oikocredit  
Our Lady of Victory Missionary Sisters  
Osprey Foundation  
Partners for the Common Good  
RCIF-Religious Communities Impact Fund  
Sacred Heart Monastery  
Santander  
Sisters of Charity New York  
Sisters of Notre Dame de Namur MA  
Sisters of Notre Dame de Namur OH  
Sisters of Saint Francis of Philadelphia  
Sisters of St. Dominic  
Sisters of St. Joseph of Carondelet SL  
Sisters of the Holy Names  
St. Mary's Institute of O'Fallon  
The Home Missioners of America  
Triple Jump, B.V.  
WCCN- Working Capital for Community Needs





