



pro mujer

Annual Report **2025**





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A Message from Carmen Correa and Vanessa Dager



The last year was full of strategic decisions for Pro Mujer. In a Latin America marked by deep inequalities, technological acceleration, and volatility, in 2025, we chose to continue moving forward, reaffirming our original mission while simultaneously evolving our service model to sustainably and innovatively respond to the current challenges facing women at scale.

Our mission remains unchanged: to advance gender equality in the region and support women in reaching their full potential and becoming agents of change. Our why hasn't changed, but our how has. The launch of our new strategic plan, ***Building the Next 35 Years Together***, heralded a new chapter for the organization, integrating technology, strategic partnerships, and a more sustainable model to multiply our impact and expand our reach.

Throughout the year, we strengthened the Emprende Pro Mujer digital platform, expanded our partnerships with private sector players and fintechs to continue driving financial inclusion, scaled preventive health solutions using digital and hybrid services, and established the Gender Knowledge Lab as a regional benchmark for gender mainstreaming. We also redoubled our advocacy efforts to position gender lens investing as a core element of inclusive economic development through the GLI Forum LatAm.

This report reflects that evolution: an organization that honors 35 years of standing alongside women and the impact achieved together with 2.8 million women, while continuing to adapt to the challenges of an ever-changing world.

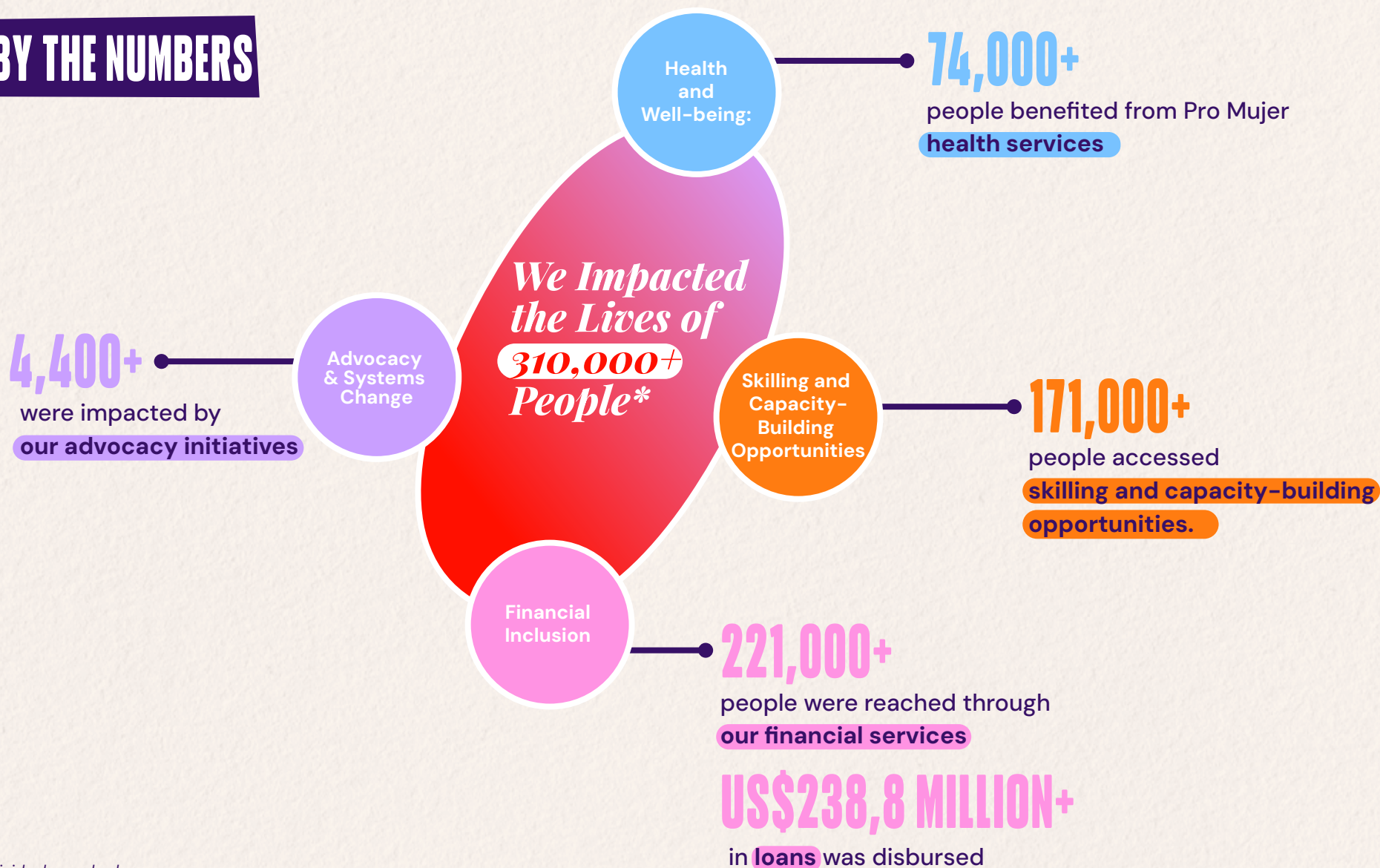
Thank you for joining us in building this new chapter and for continuing to be part of this story.



Carmen y Vanessa

IMPACT 2025

2025 BY THE NUMBERS



(*Unique individuals reached through our holistic model)

*We continue to
prove that when
women have
access to **health,**
knowledge, and
capital,
everything
changes.*





pro mujer

Salud

HEALTH AND WELL-BEING





pro mujer

Salud

HEALTH AND WELL-BEING

“Being a community health worker is important to me because it gives me the chance to support women in my community and to encourage their health and well-being. I want all women to have access to quality care”.

Evelyn, community health worker
Guatemala

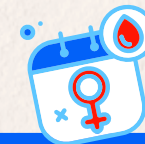


HEALTH AND WELL-BEING HEALTH AND WELL-BEING



Access to health services remains one of the greatest challenges for millions of women in Latin America. In 2025, Pro Mujer strengthened our comprehensive health approach, focusing on prevention, early detection, and the strategic use of technology to expand the reach and efficiency of our services.

Our model combines in-person care, digital tools, and community outreach to enhance preventive care and respond more effectively to women's needs—especially in contexts where women have limited access to health services due to geographic and/or economic barriers.



2025 MILESTONE:

The introduction of a **menstruation and menopause chatbot** offered care and support to women in life stages that have historically been overlooked. These tools provide clear, evidence-based information on physical changes, symptom management, and warning signs, contributing to greater health awareness and self-care.

OUR HEALTH IMPACT IN 2025:

 **406,000+** health services

 **74,000+** people

 **284,000+** medical procedures

- **34,000+** blood glucose screenings
- **7,100+** clinical breast exams
- **65,000+** blood pressure screenings

 **92,000+** clinical counseling sessions

 **16,000+** completed chatbot chats

Breast Cancer – Diabetes Calculator – Sexual and Reproductive Health – Menstrual Health and Menopause.

- **8,000+** chats related to sexual and reproductive health
- **4,000+** chats related to breast cancer
- **3,200+** chats related to diabetes
- **700+** chats related to menstruation



Since launching in 2021, Pro Mujer's health chatbots have logged more than **72,600** completed chats.

MORE INFORMATION ABOUT THE CHATBOTS [HERE](#)

COMMUNITY HEALTH WORKERS

Pro Mujer is committed to supporting the health and well-being of the populations we serve, including facilitating and encouraging access to preventive health services through community outreach.

In 2018, we launched the **community health workers** program, offering basic nursing training to local women so they can provide **health checkups in vulnerable communities**.



BOLIVIA

In Bolivia, **184 community health workers** work across **6 departments**: La Paz, Potosí, Tarija, Pando, Cochabamba, and Santa Cruz. Following their basic nursing training, these volunteers now provide care in urban, semi-urban, and rural areas that frequently lack access to health services.

In 2025 alone, Pro Mujer community health workers:

Conducted **21,600+** health checkups

Provided **22,400+** clinical counseling sessions

Pro Mujer and the Wyss Foundation Strengthen Their Commitment to Community Health

Following a successful first project phase that **trained 200 community health workers, reached 15,000 people, and exceeded targets by 135%**, Pro Mujer and the Wyss Foundation decided to expand their partnership to scale the community health worker model to support Bolivian women's access to family planning and sexual and reproductive health.



GUATEMALA

In 2024, with support from **IDB Lab**, Pro Mujer launched our **community health workers** program in Guatemala.

In two years, **171 community health workers were trained and certified in the departments of Chimaltenango, Guatemala, Sacatepéquez, and Sololá**.

Our focus on **digital innovation** helped bring health information and services to people in rural areas and communities with language barriers. We developed **two preventive health chatbots in Spanish and the Mayan languages Kaqchikel and K'iche'**, and launched a telemedicine service to provide remote care, guidance, and diagnoses, reaching more than **80 people** and facilitating referrals to health centers when needed.

Thanks to these tools and the work of community health workers, **more than 2,500 people accessed medical diagnoses or treatments**.



MUJER SEGURA PROGRAM

Since its creation in 2020, **Mujer Segura** has established itself as an **essential service** within **the gender-based violence prevention and response ecosystem in Bolivia**. Through its free and confidential hotline, the program offers guidance, support, and accompaniment to women experiencing violence or vulnerability, combining phone, in-person, and digital support.

DURING 2025:



1,450+ calls were received



225+ counseling sessions were provided



1,750+ women received in-person support at Pro Mujer IFD facilities in La Paz and El Alto

In 2025, the program expanded its geographic coverage thanks to funding from the Swiss Embassy in Bolivia. Mujer Segura added two new in-person service points at Pro Mujer IFD branches in the cities of **Tarija (Panamericano)** and **Santa Cruz (Ballivián)**, where seven community health workers now provide prevention and community outreach support.

Additionally, Pro Mujer signed an inter-institutional agreement with the **Universidad Privada Domingo Savio**, establishing mechanisms to prevent, raise awareness, and respond to cases of gender-based violence.

Pro Mujer renewed our partnership with **Laboratorios Bagó** for the fourth consecutive year to continue strengthening prevention and care services for women facing gender-based violence.

OUR HEALTH PROJECTS



As part of the Healthy Communities project, **Pro Mujer and the MetLife Foundation** improved the well-being of more than 4,000 rural and Indigenous women in southeastern Mexico through preventive health services and entrepreneurship and financial education.

The program reached **4,000+** women in 7 states.

4,000+ health services and **1,000+** mammograms were provided.

4,000+ educational content items in health completed.

1,000+ women participated in entrepreneurship and financial education initiatives.

800+ people participated in **4** in-person sessions.



Sana y segura:
Mi salud sexual y reproductiva

Pro Mujer partnered with MSD for Mothers on the project Healthy and Safe: My Sexual and Reproductive Health, an initiative focused on reducing maternal mortality and improving women's sexual and reproductive health in the Mexican states of Chiapas, Oaxaca, and Hidalgo.

The program reached **4,400+** women.

11 health fairs were held.

1,000+ women were able to access a contraceptive method of their choice.

2,000+ health professionals were trained on providing respectful care and preventing obstetric violence.

Partnerships were established with more than **100** civil society organizations to replicate and scale the program.

The initiative is now present in **170** municipalities.





Pro Mujer and Novartis implemented a care model to **strengthen the timely detection of breast cancer cases in Chiapas**. The initiative focused not only on screening, but also on addressing the systemic issues that frequently delay diagnosis. The initiative used a hybrid community/clinical care model, offering community screening sessions and a patient support and guidance system to create a clear roadmap for care, from detection to diagnosis to referral.

306 mammograms and 51 ultrasounds provided.

Average of **19** days from detection to confirmed diagnosis.

1 case detected early.

40%+ of women were able to access mammogram services for the first time.

20% had not received a mammogram in more than 5 years.



In 2025, **Pro Mujer and Pfizer México** implemented an innovative model to improve maternal health and vaccination uptake during pregnancy in rural and Indigenous communities in Quintana Roo, positioning community midwives as key players in building trust and supporting their communities' health and well-being.

The project was implemented using an intercultural approach and included participatory workshops, capacity building, and the development of culturally relevant educational materials (available in both local Mayan languages and Spanish) to provide accessible, understandable, and culturally relevant information on vaccines.

23,777 people were reached via digital outreach (119% of the established goal).

700+ pregnant women received information on vaccination (141% of the established goal).

The digital campaign surpassed its objective by **77%**.

100% achievement of project goals.

70%+ increase in awareness of maternal vaccination.

90% of community midwives applied the information they learned to their daily practice.

100% recommended the program and materials.

In 2025, Pro Mujer and Banorte organized a series of public health events to strengthen access to preventive care, health information, and diagnostic screening in Oaxaca.

The two events held in Chiapas reached more than **670 people**, offering:

900+ health and education services.

1,800+ educational materials and condoms.

2,700+ community health and prevention activities.



Pro Mujer and Starbucks worked together to create a **community health brigade in Chiapas** (Chilón and Oxchuc) to expand access to preventive health services in highly vulnerable communities.

As part of this initiative:

4,898 health services were provided over 3 days.

274 people received direct access to health services, and **400+** were reached through awareness activities.

602 people received consultations, screenings, medication, and deworming.

38 women received breast exams and medical referrals.



SKILLING AND CAPACITY- BUILDING



SKILLING AND CAPACITY-BUILDING

"I started my business out of necessity, without receiving any training. Pro Mujer taught me how to use digital tools, how to create a digital credit card, about customer service, calculating costs, avoiding unnecessary expenses, and the importance of keeping business funds separate from personal funds".

Eva Patricia, entrepreneur
Guatemala



SKILLING AND CAPACITY-BUILDING

In a constantly changing labor market, skilling and capacity building are fundamental drivers of women's economic autonomy. In 2025, Pro Mujer continued to **evolve our skilling model, focusing on digitalization, responsibly exploring new technologies, and scaling impact through strategic partnerships** to offer more women access to relevant and sustainable skilling and capacity-building opportunities.

Pro Mujer's digital entrepreneurship training platform, **Emprende Pro Mujer**, has continued to position itself as the premier educational platform designed by and for women entrepreneurs, strengthening their personal and professional skills and driving economic inclusion.

SKILLING AND CAPACITY BUILDING IN 2025:

 **171,000+** people accessed skilling and capacity-building programs.

 **66,900+** women received training through the Emprende Pro Mujer platform.

→ **64,300+** women participated in the digital model

→ **2,680+** women participated in the hybrid model



EMPRENDE pro mujer

Since its launch in 2021, **Emprende Pro Mujer**, Pro Mujer's entrepreneurship training platform, has supported **more than 196,300 women in 28 countries** on their path toward economic independence.

In 2025 alone, **more than 64,300 women** accessed the platform, establishing it as a regional benchmark for entrepreneurship training with a gender lens.

THE EMPRENDE PRO MUJER LEARNING JOURNEY

Learning Journey: Five different programs support women at every stage of their business:



PROGRAMS:

Emprende Academy  A training program that connects women entrepreneurs with experts and leaders from the region, providing practical support for business growth.	All Digital Digital literacy program that strengthens the technology skills of women entrepreneurs.	All Financial  Financial education program focused on improving women's financial independence.	Migrant Module This program strengthens the leadership, resilience, and autonomy of women migrants using an intersectional and psychosocial approach.
Agriculture Module  Program to help rural agricultural producers recognize the value of their work, improve their financial situation, and adapt to climate change.	Skillings Practical, hands-on training in sales, finance, and soft skills.	Experts Group support sessions and networking led by expert facilitators.	

In 2025, Emprende Pro Mujer took key steps to responsibly integrate artificial intelligence into the program, aligning with six **methodological pillars**: gender mainstreaming, accessibility, effectiveness, safety, continuous education, and user experience. To date, we've used artificial intelligence to implement the following materials:

The **Ikigai Module** guides women without an existing business idea through the process of developing low-capital business plans. **87%** of users reported being satisfied with this tool.

The **Self-Care Game**, an interactive experience to support entrepreneurs' emotional well-being, was incorporated into the Skilling module. The game was played more than 2,000 times by 740 users, establishing itself as a key tool within the module.

Additionally, we're developing new technological tools—including virtual mentors, business co-pilots, and follow-up assistants—that will allow our support to be scaled in a personalized, safe, and sustainable way in the coming years.



EMPRENDE PRO MUJER IMPACT



70%+
of users **would**
recommend the
program.



90%+
of users **improved** their
savings habits



90%+
of users **improved** their
soft skills and
leadership abilities

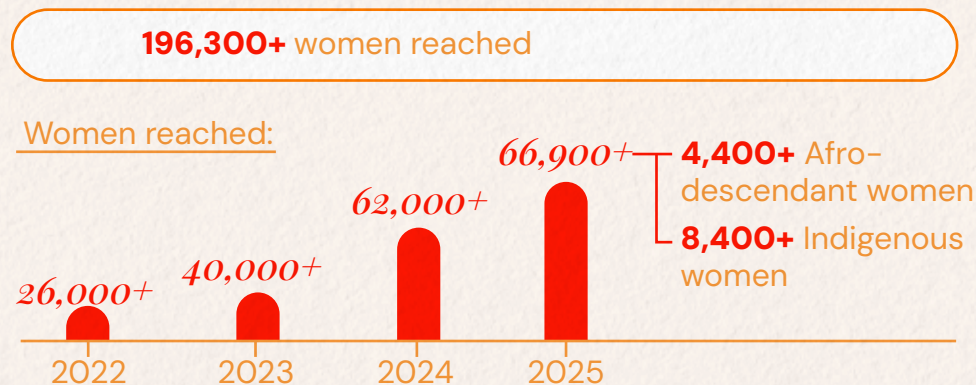


60%+
of users **improved**
their budgeting skills



40%+
of users **reported**
improved financial
skills

[Want to learn more about Emprende Pro Mujer?](#)



HYBRID MODEL EMPRENDE pro mujer

Designed to reach **rural areas** and women with **limited digital literacy**, the Emprende Pro Mujer hybrid model **combines in-person and online sessions with additional support via WhatsApp** to offer a flexible and life-changing training experience.

Since its launch in **Mexico in 2022**, we've expanded the model to **Guatemala, El Salvador, and Honduras**. In 2024, we launched the hybrid model in **Colombia** through a partnership with Fondo Mujer Emprende and in **Argentina** with support from Eramet and UPS.

 **11,200+** women reached since 2022

In 2025 alone, the model reached more than **2,680+** women



SKILLING AND CAPACITY-BUILDING PROJECTS

Google.org



This regional partnership worked to strengthen the economic autonomy of women entrepreneurs in Mexico, Guatemala, Honduras, El Salvador, and Argentina. The initiative used an **evidence-based model** tailored to local contexts to offer business training via **Emprende Pro Mujer**, access to financing, and digital innovation.

4,490+ women trained (133% of the goal).

12,420+ women were able to directly access credit, including seed capital.

51,700+ people reached via financial inclusion and economic rights campaigns.

Implementation of a replicable hybrid and digital model in five countries.

Walmart



Using the **Emprende Pro Mujer** platform, and with additional support from Pro Mujer's **Gender Knowledge Lab**, we provided **entrepreneurship training and technical assistance** to rural women agricultural producers in southern Mexico, promoting more inclusive and sustainable value chains.

200+ rural women producers received training in Chiapas, Oaxaca, and Veracruz.

8 agricultural organizations strengthened.

2 gender and environmental assessments implemented.

100% coffee producers, in communities with high structural and climate vulnerability.

52% of producers developed concrete new financial skills (expense tracking, budgeting, saving, etc.).

57% reported increased confidence in their personal and professional agency.

More than **90%** reported being satisfied or fully satisfied with the content, materials, and methodology of the program.





We conducted a **comprehensive assessment** in Tabasco to identify **gender gaps** both internally within Nestlé and externally within local cacao producing communities, generating recommendations to improve women's

53 interviews conducted.

5 municipalities covered.

Internal and external assessments implemented.

Institutional and community recommendations developed and shared.

WE4CA



This **comprehensive program** focused on **strengthening the economic autonomy of women entrepreneurs** and their capacity to take action against gender-based violence (GBV). It included the development of innovative measurement tools to guide public policies and equality strategies.

More than **5,000** women trained in economic autonomy and violence prevention.

- **95%** of these women increased their knowledge of GBV.
- **70%** recognized economic empowerment as a prevention strategy.
- **61%** adopted at least three new transformative well-being practices.
- **44%** can now accurately identify different types of violence.

Training and support were provided to **47** community women leaders, who now facilitate safe and supportive spaces for other women.

We created the Women Entrepreneurs' Economic Empowerment Index, a pioneering tool for measuring progress and guiding gender-focused interventions.



This initiative focused on transforming agricultural entrepreneurship **using a regenerative, climate-resilient, and gender-perspective** approach to strengthen productive, financial, and organizational capacities.

Strengthened **7** cooperatives and productive groups in the departments of Chimaltenango and Chiquimula.

Reached **388** people (79% women, 74% Indigenous).



For the second year, Pro Mujer and H&M supported the growth of female entrepreneurs in Mexico City and the State of Mexico through the **Pro Mujer Pop-Up**, an initiative that allowed them to display and sell their products in the brand's flagship stores.

Women entrepreneurs from Mexico City and the State of Mexico gained access to direct sales opportunities, strengthening their sales skills and brand positioning.



In 2025, we launched **Viajes con Causa (Rides with a Purpose)**, a partnership between Pro Mujer and inDrive to support women entrepreneurs in Mexico through free access to **Emprende Pro Mujer**. This collaboration transformed an everyday act—like taking a rideshare—into a concrete way to promote women's economic autonomy.

More than **1,000** women entrepreneurs accessed **Emprende Pro Mujer** training for free, expanding their economic development opportunities.

- **89%** improved their soft skills
- **75%** believed their sales would improve after the training
- **93%** were satisfied with the content



In 2024 and 2025, Pro Mujer and Nacional Monte de Piedad supported the economic and digital autonomy of women entrepreneurs in Mexico through the **Mujeres Digitales** program, designed to strengthen the business, digital, and leadership capacities of women who use Pro Mujer's financial services.

More than **200** entrepreneurs completed the training

- **80%** of participants strengthened their soft skills and leadership abilities.
- **44%** improved their financial skills and ability to manage costs, budgets, and funding sources.
- **90%** reported having improved their savings habits after the program.
- **74%** believed their sales would increase thanks to the knowledge acquired.



The
UPS Foundation



This partnership focused on **driving the growth and leadership of women entrepreneurs** through specialized **training and support**. A **mentoring** component was also included to offer practical and relevant knowledge regarding the reality of leading a business.

More than **500** women received training and support to strengthen their businesses

➤ More than **150** women participated in Emprende Digital

➤ More than **350** participated in Emprende Hybrid

Specialized mentoring with UPS: Thanks to the commitment of 4 volunteer employees from UPS, 5 mentoring sessions were held.



Part of the **Beyond program**, this partnership seeks to expand the impact of Emprende Pro Mujer in the Argentine province of Salta. The partnership has a clear and measurable goal for 2026: **empower 1,200 women from Salta** with **tools to strengthen their businesses, expand their opportunities, and increase their economic autonomy**.

800 entrepreneurs reached in **31** localities of Salta through the Emprende Pro Mujer hybrid model.



This national initiative seeks to **strengthen women-led businesses** through **training and support**, with a focus on diverse populations and historically marginalized communities. During the second year of the program, we launched a mentor training program designed to scale the project's impact and ensure its long-term sustainability.

More than **4,000** women from all **32** departments of Colombia participated in the program, including rural, Indigenous, and Afro-descendant women.

➤ More than **3,600** entrepreneurs graduated from the digital program.

➤ More than **400** entrepreneurs graduated from the hybrid program.

➤ More than **4,300** certifications were awarded to women who completed one or more program modules.

Mentor training: **76** women leaders received training on leadership, entrepreneurial support, and community-based pedagogies. These mentors are now replicating the Pro Mujer methodology in **14** municipalities and **12** departments, already benefiting more than **2,280** additional women.

FINANCIAL INCLUSION



FINANCIAL INCLUSION

“I had no plan and no resources to move forward. With my first Pro Mujer loan, I bought my worktable and two dozen nail polishes. If they hadn’t put their trust in me, I’d still be on the street with just a small bag”.

Elizabeth, entrepreneur
Nicaragua



Building on our **more than three decades of experience driving women's financial inclusion** in Latin America, in 2025, Pro Mujer continued to partner with **leading mission-aligned financial institutions and fintechs in the region**. This partnership-based strategy allows us to expand access to financial products, develop innovative solutions, and respond more agilely to the needs of women entrepreneurs.

Pro Mujer currently **offers direct access to microloans in certain countries and employs a partnership-based model in other markets**. This hybrid approach allows us to scale our impact, reach more women, and increase the sustainability of our work.



In 2025, **Pro Mujer established a strategic partnership with Brubank**, Argentina's largest digital bank, **to expand access to financing for women entrepreneurs**. Through this initiative, women enrolled in the **Emprende Pro Mujer** program can access loans without needing formal income or credit history, reducing structural barriers and **increasing women's inclusion in the formal financial system**.



In Mexico, **Pro Mujer and Avanza Sólido** offer a **comprehensive financial inclusion model that combines microloans with entrepreneurship training and health and well-being services**. Under the Avanza Sólido–Pro Mujer brand, the partnership **ensures continued access to credit and reinforces a holistic approach** to women's economic development.



With the objective of promoting financial inclusion and offering new growth opportunities for women entrepreneurs, **Pro Mujer and Quipu** signed a strategic partnership to **expand access to flexible and innovative credit products** in Colombia. Pro Mujer users can now access products developed by Quipu—such as the Escalera Credit and Supercredit—**designed specifically for entrepreneurs and women in vulnerable situations** who face barriers to accessing the traditional financial system.

FINANCIAL SERVICES BY THE NUMBERS 2025:



142,900+ loans provided



US\$238,8+ million disbursed



221,000+ people reached through our financial services programs



THROUGHOUT OUR HISTORY, WE HAVE DISBURSED **MORE THAN \$4,4 BILLION DOLLARS IN LOANS!**

ADVOCACY & SYSTEMS CHANGE



At Pro Mujer, we believe that achieving real, sustainable change in Latin America requires more than supporting women individually—it also requires **changing the structures that perpetuate inequality**. That is why in 2025, we reaffirmed our commitment to **advocating for and driving systemic change that places gender equality at the heart of decision-making**.

Pro Mujer's **Gender Knowledge Lab** supports companies, governments, financial institutions, and civil society organizations to mainstream a gender lens, providing tailored solutions to transform services, processes, and strategic decisions from within with the objective of **closing economic, labor, and social gaps**.

In parallel, we have continued to strengthen the **GLI Forum LatAm, the most important gender lens investing event in Latin America**. Bringing together leaders from the financial, social, academic, public, private, and entrepreneurial sectors, the Forum offers a space for dialogue and action and demonstrates that gender equality is not only a just cause, but also a smart economic strategy.



In a regional context marked by deep inequalities, the **GLI Forum LatAm 2025, held in Mexico City**, brought together leaders to explore how gender lens investing can be a powerful catalyst for accelerating the Sustainable Development Goals (SDGs). With a focus on connection, innovation, and action, the event addressed key issues to generate tangible impact and decisively contribute to the 2030 Agenda.

The 2025 edition was marked by our capacity to mobilize capital and decision-makers, including bringing together more than 90 investors in an exclusive gathering, announcing five new strategic partnerships, and strengthening key relationships

The GLI Forum LatAm 2025 placed the 2030 Agenda at its center, reaffirming that accelerating gender lens investing is essential to advancing the SDGs and building a more equitable and sustainable future.

GLI FORUM LATAM 2025 BY THE NUMBERS:



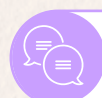
1,700+ attendees



33 countries represented



280+ speakers



60+ sessions



MEDIA IMPACT:



+250
media mentions, representing
an **80% increase compared
to 2024.**



Coverage in 10 countries:
Mexico, Argentina, Chile,
Paraguay, Bolivia, Colombia,
the Dominican Republic,
Canada, the United States,
and Spain.



**Strong presence in
international media outlets**
such as El País, La Vanguardia,
Infobae, and EFE News Agency,
marking a milestone in the
Forum's **global visibility.**



**In Mexico, we achieved
coverage in 5 of the 7
most-visited news
websites** (El Universal, El
Financiero, Milenio, Excélsior,
La Jornada).



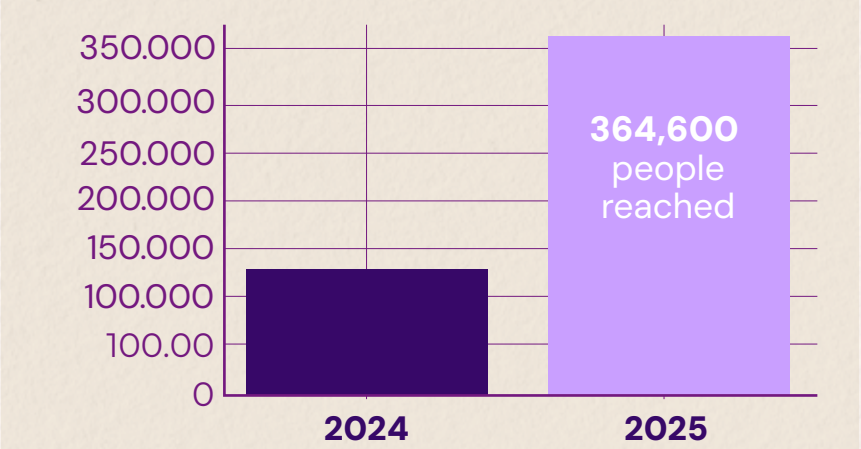
SOCIAL MEDIA IMPACT:



555,200 content views
(+135% vs. 2024).



364,600 people reached
(+195% vs. 2024).





4,480 interactions with posts.



+1,832 new followers, 290 more than in 2024



+580 mentions on official platforms during the event,
strengthening the digital conversation around the
Forum.

NEW SPACES: EXPANDING THE CONVERSATION

Centering Women Entrepreneurs

Within the framework of the 2025 GLI Forum LatAm, we hosted the first Entrepreneurs' Summit in partnership with UPS, bringing together more than 180 participants from across the region. The event was designed to inspire, connect, and open new markets.

It's Not (Just) for the Love of Art

In 2025, the Forum also incorporated a cultural programming track for the first time to highlight the work of women in the creative industries. In partnership with Cultura Colectiva, we selected 23 artists to participate in a diverse program that included more than 40 exhibited works, 15 live performances, and 10 vendor stands at the Mercadita Popular. All participating artists received a scholarship to access Emprende Pro Mujer.

GENDER KNOWLEDGE LAB

Three years after its creation, the Gender Knowledge Lab (GKL) has doubled its reach, consolidating its role as Pro Mujer's consulting and technical assistance unit.

Specialized in supporting companies, governments, and civil society organizations in integrating a gender lens, the GKL provides tailored solutions to transform services, processes, and strategic decisions from within.

2025 BY THE NUMBERS:



2,700+

people impacted through courses, workshops, and technical assistance



80+

organizations served across the region



19+

countries reached

PROJECTS



Strengthening Women Producers and Agricultural Organizations in Mexico – Walmart Foundation

In 2024, **Pro Mujer and the Walmart Foundation** joined forces to strengthen the skills of more than 210 women cacao and coffee producers, as well as support 8 agricultural organizations to incorporate a focus on gender and environmental sustainability into their operations.

The pilot project, focused on producers in Chiapas, Oaxaca, and Veracruz, included two strategic interventions:

- Strengthen the agricultural organizations through assessments and action plans that incorporate a focus on gender and sustainability.
- Train women producers using the Emprende Pro Mujer platform to develop their entrepreneurial skills, confidence, and economic agency.

As part of the efforts to mainstream a gender lens, the GKL conducted an assessment of the ecosystem and identified structural gaps, such as unequal access to land and resources, women's limited participation in decision-making groups, the excessive burden of domestic work, and a lack of opportunities for rural youth.

Based on this assessment, each organization developed a 2025–2030 action plan that included concrete measures to support internal change, such as inclusion protocols, initiatives to strengthen women's leadership, gender-sensitive accountability mechanisms, and initiatives to adapt to climate change.

The eight participating organizations showed clear organizational ownership, leadership by older women, openness to change, and a growing awareness of sustainability as a marketing strategy.





Mainstreaming a Gender Perspective into the Cacao Value Chain in Tabasco, Mexico – Nestlé

The collaboration between the **GKL and Nestlé** combines **diagnostic assessments, technical assistance, and hands-on training in the field, with a focus on sustainable and scalable impact.**

To kick-off the project, in 2024, Pro Mujer and Nestlé developed internal and external assessments to identify barriers and opportunities both within the Plan Cacao agricultural team and in local agricultural communities in Tabasco.

Based on the findings from the assessments, practical workshops were held with independent women cacao producers who are not cooperative members to provide tools that support their role in the supply chain and the community. The trainings focused on building women's skills and capacity in areas such as costs, fair pricing, networking with other women farmers, and leadership skills. These workshops also encouraged participants to reflect on gender roles and stereotypes that may impact their participation.

In 2026, we will continue to strengthen this partnership during a new phase aimed at strengthening women's leadership and participation to encourage more women cacao producers to participate in organizational and decision-making processes related to the cacao supply chain in their communities.

Developing the First Social Finance Taxonomy in Latin America

In collaboration with Acrux Partners, Pro Mujer participated in the development of the first Social Finance Taxonomy in Latin America, a guide to identifying and classifying projects and activities that generate a positive social impact. Designed in Guatemala, this tool helps investors and companies channel capital toward initiatives that support financial inclusion, strengthen MSMEs, and advance gender equality.

Both Acrux and Pro Mujer worked to ensure that the tool reflected the realities of women entrepreneurs and Indigenous communities, incorporating their voices into the consultation and technical validation processes. This pioneering initiative was led by IDB Invest, CentraRSE, and Guatemala's Sustainable Finance Advisory Council.

[The Social Finance Taxonomy tool is available here.](#)

PARTNERSHIPS

Meet the organizations that make
our work possible.



Strategic Partners

- 60 Decibels
- Alterna
- Bayer
- Brubank
- BYU
- CEMADE
- CEMEFI
- Deloitte
- Fòs Feminista
- FUCAM
- Fundación Alsea
- Fundación Cima
- Fundación Luis Pasteur
- Fundemex
- IMPAQTO
- Medical Impact
- Oikocredit
- PAHO
- Pfizer Argentina
- PNUD Mex
- Protocolo De Finanzas Sostenibles
- PVBLIC
- Quipu
- Schwab Foundation
- Sweef Capital
- Women Deliver

Gender Knowledge Lab Clients

- Banco Atlántida
- Banco Ficohsa
- Colsubsidio
- Exagon Impact Capital
- Heifer México
- Lafise
- Nestlé
- Sinchi Wayra

Donors

- ALIVE Ventures
- Avanza Sólido
- Belcorp
- Coca Cola Latam
- Deetken Impact
- Développement international Desjardins (DID)
- DFC
- ERAMET
- Fomento Social Banamex
- Fondo Mujer Libre y Productiva
- Fundación Maelva
- Fundación Sertull
- H&M
- Holcim
- IBM
- Incofin
- inDrive
- Laboratorios Bagó
- London Stock Exchange
- MEDA
- Mercado Libre
- Merck
- Meta
- Metlife
- Nacional Monte de Piedad
- Novartis
- Pfizer México
- PROCOSI
- Roche México
- Sofipa
- Starbucks

- Swisscontact
- TikTok
- UNFPA
- UPS
- Victoria Secrets
- Visa
- Walmart Foundation
- Working Capital for Community Needs (WCCN)
- Wyss
- Yapay
- Zuntex
- Bancolombia
- BancoSol
- Banorte
- BID INVEST
- BID LAB
- Disney
- Fondation Chanel
- Fundación Bolivar Davivienda
- Fundacion WWB Colombia
- Fundación Belcorp
- LuxDev
- Root Capital
- Sin Reglas
- ONU Mujeres
- Metlife

Investors

- BDP SAM
- BDP S.T. – P.A. 059
- CAPITAL SAFI
- Fortaleza SAFI
- FIPADE SAFI
- MERCANTIL SC SAFI
- Ganadero SAFI
- Banco Ganadero
- BNB VALORES
- BISA SAFI
- LocFund
- Banco Nacional de Bolivia
- CAPCEM
- Bank Im Bistum Essen eG
- Blueorchard
- Desjardins
- Developing World Markets
- Banco Económico
- PANAMERICAN
- MUGEBUSH
- Banco de Crédito
- DIACONIA IFD
- CIDRE
- CRECER IFD
- IDEPRO
- Banco Atlantida Nicaragua SA

Networks

- ANDE
- Alianza Global por por los Cuidados
- Clinton Foundation
- Concordia
- Convergence
- Council for Inclusive Capitalism
- eMFP
- Equals Global Partnership
- Finequity
- FP2030
- Latimacto
- Red de Impacto LATAM
- Taskforce on Inequality and Social-related Financial Disclosures (TISFD)
- Wings
- 2X Global

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