



PSYDEH NEWSLETTER

THIRD QUARTER 2020

This newsletter is part of our new communications strategy for navigating the pandemic, our celebration of what we've done together in quarters 1-3 of 2020. We hope you like it!

COVID-19 does not stop us

COVID-19 hit us at the end of February and is wreaking havoc. For example, government programs to invest directly in people (around which we were creatively planning new work) have had their budgets cut or reallocated by 50-75-100% to combat COVID. PSYDEH does not take these challenges lightly. We are executing this [strategy](#) and make solid progress in the field, with our finances, and as an innovative organization.

Fieldwork

- With the leadership of [Jorge Echeverría](#) (GT-MX), and after five months sans activities, we hope to restart field work soon with our seed fund [project](#) and a new [project](#) around COVID-19 with activities like (a) producing a reliable information [series](#), (b) providing direct food assistance to 100 families through a social-enterprise action, and (c) training on using natural resources to forge local food security.
- We published our Spanish e-book "[Narrativas](#)" (the English version will be available in Fall 2020), with crowdfunds from GlobalGiving (GG), and thanks to the work by [Katie Freund](#) (US), [Diogo Heber](#) (BR), [Roisin McAuley](#) (UK, Scotland), Elle Neal (US), [Diana Ramirez](#) (MX), among others.
- PSYDEH and our partners [demand](#) information from the government about early 2020 promises to fund projects with indigenous people that, until today, we have not seen.
- Thanks to [Mahathi Kumar](#) (US) and Katie Freund, we completed the first of two parts of our inaugural comprehensive impact [evaluation](#), using lessons learned from our participation in the GG Social Impact Academy in 2018. We hope to finish the second part with interviews with local government officials by September.



"... [PSYDEH] teaches us to be independent women. And this helps us get away from the machismo in this community. They teach us to be better women entrepreneurs and to have more self-esteem."

- Otomí female partner, 2020 Impact Assessment

Financial Well-being

- We were [chosen](#) as one of 12 non-profit organizations from around the world for GG's Project of the Month Club (POMC), ensuring flexible basic funding until January 2021. This success is only possible with the efforts made by our indigenous women partners and their [network](#), as well as colleagues Leonel Bojorquez (MX), [Daniela Flores](#) (MX), Sofia Garza (MX), Denisse Lopez (MX), [Maria de los Angeles Luna Garcia](#) (MX), [Denise Roldán](#) (MX), [Rosa María Vásquez](#) (MX), among many others.
- Mahathi Kumar, Casey Marriott (AU), [Eloy Giles](#) (MX) and Roisin McAuley completed an [initiative](#) for brand optimization and reinvention to improve our impact with crowdfunding, work originally launched in 2016 by Andre Stoffel (DE), Nury Arnaiz (MX) and Will Hodges (US). We made myriad website changes, e.g., a new corporate [partnerships](#) page and launched 3 new short [videos](#) for Facebook and Instagram. This experiment has already produced more crowdfunding success and in-kind resources from Microsoft and Google.
- Mahathi Kumar and [Mariana Ramirez](#) (MX) are building our global volunteer [program](#), key to maintaining the growth of in-kind investments, our most successful resource stream since 2015.

Outstanding Staff

Roisin McAuley, Satellite team, UK-based (Scottish)

Roisin joined the PSYDEH team in January 2020 when she transformed our animated lessons in 10 short videos that cover different aspects of our work for the PSYDEH YouTube channel. Roisin helped design and create our 2019 annual report, the most detailed and polished report to-date, and is one of the editors of our story book, containing 31 stories of indigenous women and more than 60 photos. Currently, Roisin is our strategic communications expert. She is the leader in developing our social media presence.



Organization Progress

- Working off [Monica Burba's](#) (US) design for recent reports, Roisin McAuley has created our new stunning organizational [brochure](#), with Daniela Flores helping us to produce the Spanish version by mid-September.
- Jorge Echeverría organized a series of virtual workshops to conduct strategic planning for PSYDEH for the next 10 years.
- Thanks to Monica Burba, Roisin McAuley, Jessica Gingles (US), Diogo Heber, [Kevin Fitzpatrick](#) (US), we have produced the [2018](#) annual report as well as the [2019](#) report (our best report yet).
- PSYDEH can now hire foreign workers, thanks to hard work in collaboration with the global law firm Hogan Lovells CDMX and TrustLaw (a project of the Thomsons Reuters Foundation). We continue to work with Hogan on our tax-deductible status in Mexico.

In the Press & Publications

- PSYDEH was recently in the Hidalgo state [press](#).
- You might enjoy this human interest [article](#) about our work in easy to understand terms.
- We invite you to read a new [article](#) in Spanish, "[Siete Formas para Diversificar las Fuentes de Fondeo de tu Organización](#)" (Seven ways to diversify your organization's funding sources).
- Here you can read our [article](#), "[8 Steps to Community-Led Development that Work for my Team in Mexico](#)" about our model for empowering community-led development.
- We publish this [article](#) with US-based Feedback Labs about how we see storytelling as essential to good feedback.



If you would like to help women affected by COVID-19, click [here](#) to donate!

WE ARE STRONGER TOGETHER!

Stay healthy and stay sane!
- Your favorite team from PSYDEH

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