



## PSYDEH NEWSLETTER FOURTH QUARTER 2020

**PSYDEH sees challenges as opportunities.** During these difficult COVID-19 times, we ask ourselves this: is there a way to still thrive, to be more resilient? This newsletter showcases how we get to “yes.” It highlights our progress in the field, with our finances, and as an innovative organization, since our last newsletter.

### Fieldwork

- Thanks to colleagues like [Katie Freund](#) (US), Elle Neal (US), and [Diana Ramirez](#) (MX), we published the [English version](#) of our e-book “Narrativas”, the fruit from our innovative storytelling initiative produced with crowdfunds from GlobalGiving (GG). Learn more about this work [here](#).
- PSYDEH funds more work by [Diogo Heber](#) (BR) to document women’s participation in late-October electoral processes in four indigenous municipalities. Our short-film on this work will be released in early 2021.
- We are one of only two nonprofits [collaborating](#) with Hidalgo’s agency responsible for monitoring local elections. We participate by (1) promoting to the general population, and especially political parties, the need to follow recommendations on public health and safety measures for electoral processes conducted during the pandemic, as outlined in the OAS Guide to Organizing Elections in Times of Pandemic. Also, we (2) encourage free and informed voting, with materials prepared in three indigenous languages of Otomí, Nahuatl, and Tepehua.
- COVID-19 work continues with episodes eleven, twelve and thirteen of our public information [campaign](#) offering trustworthy information in English, Spanish and indigenous languages for rural communities in Mexico and beyond.
- We finish planning for our 2021-2022 multi-mechanism project. Reflecting local indigenous women feedback, this is our most ambitious fieldwork ever, produced in collaboration with these women to help their families and communities rebuild during and after COVID-19. See this [news item](#) for program details, this [account](#) of our novel leadership-training planned for our women partners’ network, and this [dispatch](#) on one of the mechanisms we call “Bordamos juntos”, innovated with our exciting new partner [Ayuda Mutua CDMX](#).



### Outstanding Staff

Carmen Grab, Satellite team, Mexico City (Swiss-German)

Trilingual Social Worker Carmen [joined](#) PSYDEH in October 2020. Her initial duties include coordinating PSYDEH’s volunteer program and resource raising with and in the German-speaking world. We’re thrilled, and she feels the same, stating:

“What strikes me about PSYDEH are its fundamental values of empowerment, bottom-up development, and participation of its indigenous women partners – among others through giving them a voice and sharing their stories. I wanted to become part of this sustainable impact making!”

For more on Carmen, see her short bio [here](#).

### Financial Well-being

- PSYDEH is thrilled to be awarded a game-changing grant from GlobalGiving’s [Coronavirus Relief Fund](#).
- Since September, we have launched new pieces of our seven-resource stream strategy: our (1) collaborator’s [program](#), and (2) corporate partnerships [program](#), including one of its key elements, (3) our cause marketing [initiative](#). For details about “collaborator’s”, contact [Carmen Grab](#) (CH). For more on corporate partners and cause marketing, contact [Damon Taylor](#) (US) and [Roisin McAuley](#) (GB, Scotland) respectively.
- Our new colleague [Raquel Pozsgai](#) (US) helps PSYDEH to win from our 2020 [Google Ads Grant](#), for example, increase website traffic and the fruits of such, e.g., unsolicited individual-and corporate inquiries about partnering with PSYDEH.
- Our pro bono global law firm partner Hogan Lovells CDMX, in collaboration with TrustLaw (a project of the Thomson Reuters Foundation), helps us to make needed progress in becoming an outfit with 100% financial transparency. Learn more [here](#). If all goes as planned, by mid-2021, we’ll be awarded tax exempt status. We will partner with a new accountant experienced in helping nonprofits manage this status, which is not a simple task in Mexico where only 15% of nonprofits are awarded this status.

“When we started PSYDEH in 2007, our four women founders and I envisioned our becoming an organization through which women could speak up and out, where their voices could lead to increases in individual, familial and communal well-being. One day, we imagined then, we would produce a project to prevent violence against women with a mini-public information campaign we would call “Don’t Turn Off Our Voice” (“No Apaguen Nuestra Voz”). We could not secure the support we needed to produce this project, but now, with “Se Dueña De Tu Voz” in 2020-2021, our young collaborators make our dream a reality.”

[Jorge Echeverria](#) (GT-MX), General Coordinator, PSYDEH

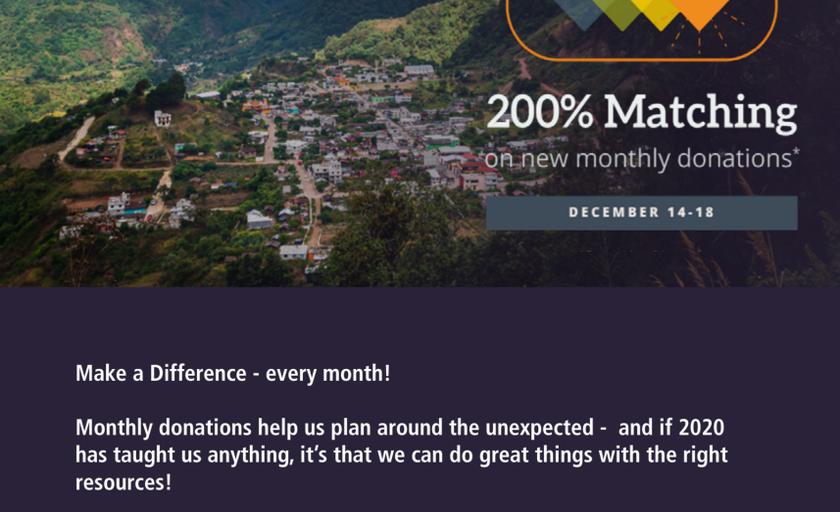


### Organization Progress

- India-based Chezuba [helps](#) PSYDEH to link with professionals from across the globe, including employees of the Tata Group, one of the largest Indian multinational conglomerates with 100,000+ employees across the world.
- PSYDEH’s majority-paid field team grows. Necessitated by local indigenous women’s demands and our 2020-2022 COVID-19 recovery project, PSYDEH launches our nine-person, majority-indigenous women field Corps. It operates out of our first satellite-field office “Casa Siempre Viva”, named after indigenous women partner’s regional [organization](#) with the same name.
- Mirroring this measured, needed growth, PSYDEH’s majority-volunteer team almost doubles in size, and makes more impact. For example, we build on successes co-led by former colleague [Casey Marriott](#) (AU) and current SEO expert [Amy Moore](#) (US), when implementing a two-pillar strategy for raising (1) resources worldwide and (2) awareness of our work and women’s voices in Mexico.
- Led by [Valeria Olivares](#) (MX), PSYDEH has just launched a novel-for-Mexico digital marketing initiative we call “Own your voice” (“Se Dueña De Tu Voz”). Here, we invite high-performing Mexican female influencers to join PSYDEH as ambassadors of four messages, relayed to [generations](#) Z, Y and X: (1) spotlight females as defenders and promoters of women empowerment, (2) highlight the challenges confronting Mexican civil society in 2020-2021, (3) showcase online creative initiatives led by and for Mexico’s nonprofits, and (4) use social networks as a tool for social change.

### In the Press & Publications

- For over a year now, PSYDEH strategically uses our voice as a community-led development leader to promote more equitable access to resources. We do this through online global crowdfunding platforms like USA-UK-based GlobalGiving (GG). Learn more about PSYDEH’s evolving role [here](#), and our novel model for working in this area [here](#). To see indirect impact of our nudging, and to learn more about GG’s new community-led development research initiative, see this [article](#) and this [report](#).
- As extension of the above strategy, PSYDEH’s [Mahathi Kumar](#) (US) recently published the article “[Managing Neutrality Paradox Dilemmas by Confronting Their Sources](#)” in the online Alliance Magazine.



## 200% Matching

on new monthly donations\*

DECEMBER 14-18

**Make a Difference - every month!**

Monthly donations help us plan around the unexpected - and if 2020 has taught us anything, it’s that we can do great things with the right resources!

Until 11:59 PM, December 18, GlobalGiving matches ALL new monthly donors at 200%, for the first month. Donors must sign up for a minimum of 4 months.

We hope you’ll help us by sharing this newsletter with your personal friends and family!

Make one more difference this year by inviting more people to [donate now!](#)

We wish you all happy holidays and we’ll be in touch in the new year!

- Your favorite team from PSYDEH

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