



PSYDEH

Psicología y Derechos Humanos

2021

Mexico's Challenge:

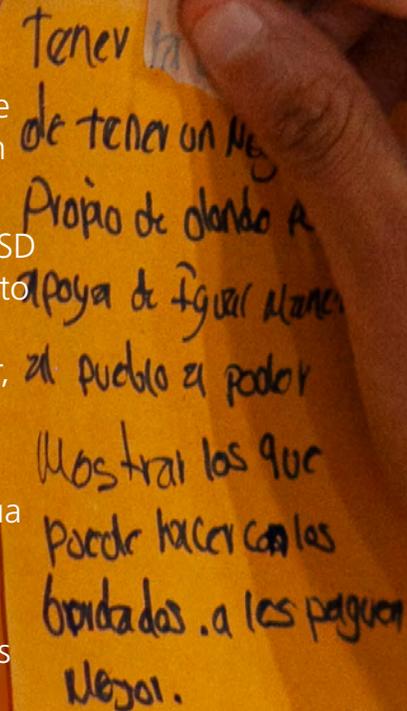
Economic and Social Inequality

While Mexico may boast the 15th largest economy in the world, nearly 42 percent of the entire population lived in poverty before the COVID-19 pandemic (CONEVAL). Since then, an additional 2% have fallen below the poverty line. The situation is particularly bad in Indigenous communities in which 70 percent of people live below the poverty line (UNDP).

Across Mexico, poverty is defined as a monthly salary of less than \$109 USD for rural residents and less than \$165 USD for urban residents, according to official figures. On top of the grossly unequal income distribution, human development inequality in Mexico is also pervasive across education, labor, gender, health services, and social security.

In the majority-Indigenous regions of Hidalgo, the 9th poorest state in Mexico, and specifically in the isolated, mountainous Sierra Otomí-Tepehua region where PSYDEH's work is based, compounded factors perpetuate inequality.

CEPAL reports that a distressing 86 percent of the region's population lives below the poverty line. We estimate that most women participating in PSYDEH programming live below the extreme poverty level of \$60 USD/month. 95 percent of women share that they confront violence in their homes and schools and face discrimination. On average, women have completed no more than a third-grade education, upwards of 30 percent are functionally illiterate, and less than 1 percent have computers in their homes. All suffer from regular power outages and inconsistent phone signals.



Tener la
de tener un Neg
Propio de dando A
Apoya de figurar Alcanza
al pueblo el poder
Muestra los que
pueden hacer con las
barreras .a los pequeños
Negos.



EQUIDAD DE GÉNERO

How do we make a sustainable impact in Mexico?

How do we secure the resources we need to make this impact?

In 2014-2015, PSYDEH responded to these questions with novel programming that addresses the roots of social and economic inequality, and a fresh strategy to secure financial, in-kind and human support from different sources.





What's Our Mission?

Sustainable community-led development

Ground up, *popular education* – that is equity-centered, human rights-based, process-oriented, and relationship-driven – leads to empowered women and communities organizing to sustainably develop the areas in which they live.





How does PSYDEH confront inequality?

Local Needs Guide Our Work

Supporting PSYDEH is a direct investment in people working towards their own goals. All collaborations prioritize local feedback.

Creative Impact

We view creative processes and expressions as essential tools for building the relationships needed to make a sustainable impact.

Intentional Transparency

Our organizational goal is to be as transparent as possible by thoughtfully communicating to local and global partners what we do, why, to what end, and with what resources.

Multi-Disciplinary

PSYDEH's paradigm-shifting work is accomplished by people from all backgrounds. We thrive because of the diversity among our staff, partners and allies.

Sustainability Is Paramount

We empower women and their communities to find sustainable solutions to problems by building trust and promoting ownership when engaged as proactive, equal partners.



In 2021, PSYDEH

Benefited from over \$6 million MXN in donated services and goods.

Partnered with 164 women and their 23 collectives representing 34 communities.

Forged new global alliances with 9 companies, 5 organizations and one foreign government.

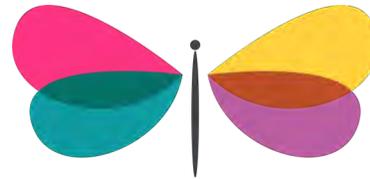


A Message From Our Senior Advisor

Mexico's inequality, a generational reality, grew more complicated in 2021 because of the effects of COVID-19 and climate change. PSYDEH confronted this wicked trio by working in every way possible to continue our evolution as a paradigm change model for grassroots nonprofits across the globe and in the community-led development field.

By year's end, we observed increases in female agency and solidarity while growing organizational resource stability. In this report, you will learn "how" we did this. Here is a sneak peak using as our guide the six civil society better practices for increasing agency and solidarity (Oxfam and LSCE).

Information, and access to it, are vital to any effort to make sustained change. Helping people feel less isolated and abandoned is important too. In the first half of this report, you'll see how PSYDEH uses outcomes from multi-year work ending in 2020 as the basis for two-phased programming running through 2024. Phase one began in March 2021 with heavy focus on the better practices of (1) "tackling misinformation" and (2) "offering emotional support".



All PSYDEH efforts are human rights-oriented, e.g., holding the state accountable, filling gaps in state services, or normative advocacy like confronting gender violence. For example, in 2021, we used Cuando Amanece programming (p. 14) to pursue the better practices of (3) defending human rights when and through (4) capacity building and delivering (5) mutual-aid oriented, economic solidarity direct services. We did so while also evolving our scalable process model for empowering ground-up sustainable development explained in this animation and the infographic on p. 12.

2021 also reinforced what we have long known and counseled global and national actors: if we want more agency and solidarity among marginalized women, we need to (6) support digital access for all. PSYDEH pursues this better practice by innovating an information and communications technology model for rural women-led sustainable development supported by donor-investors like Zoom, Kroll, the government of Ireland and Lemonaid & ChariTea. Read more about our digital transformation work and partners in the "Our work in 2021" (p. 13), "Partnerships" (p. 28) and "Looking ahead" (p. 32) sections. Enjoy!

Damon Taylor
Senior Advisor, PSYDEH



Empowering Women To Drive Community Development

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Where We Work

PSYDEH primarily works in the Otomí-Tepehua region of the remote Sierra Madre mountains in Hidalgo, Mexico.

Across rural Hidalgo there is weak civic participation, persistent gender inequality, and a subsistence economy perpetuating poverty. These forces drive corruption, ineffective government, migration, gender violence, low education levels, limited-to-no access to technology, and, ultimately, a lack of social, political, and economic opportunity for women.



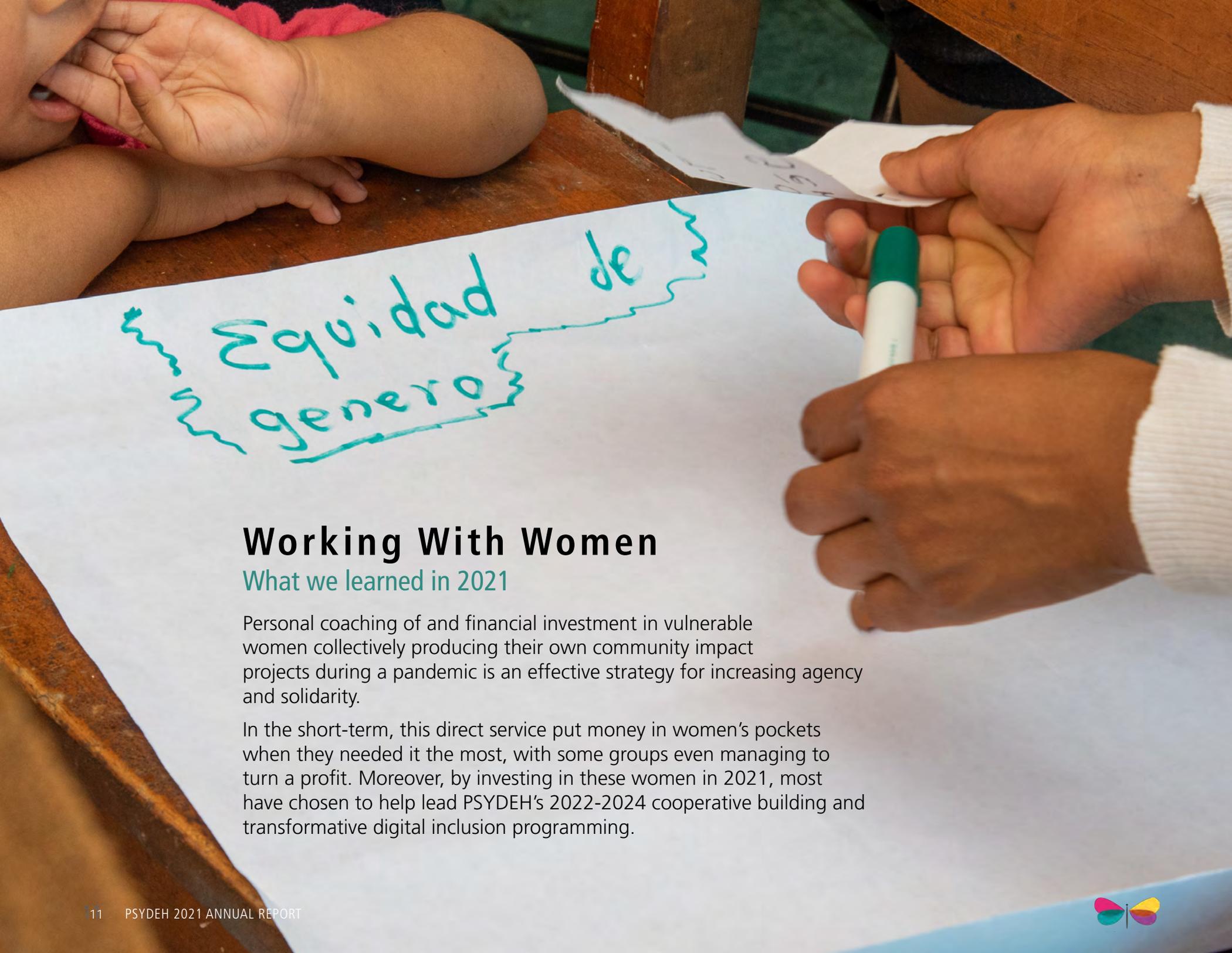
Working With Women

Gender inequality is one of the greatest barriers to human development and social progress as reported by the UN. Since the COVID-19 lockdown, there has been a spike in both central Mexico's poverty rate and reports of gender violence. These compounded challenges forcefully limit women's capacity to address inequality and co-create meaningful community solutions.

Evidence also shows that investing in women generates prosperity and opportunity for generations to come. According to the Clinton Global Initiative, women and girls invest 90 percent of their income back into their families, as compared to 35-40 percent for men and boys.

For these reasons and more, PSYDEH's main organizational objective is to invest in historically marginalized women in rural Mexico to lead community-driven development solutions and live truly self-determined lives. This work is based in the four majority-Indigenous municipalities of Acaxochitlán, Tenango de Doria, San Bartolo Tutotepec, and Huehuetla, Hidalgo, Mexico.





Equidad
de
genero

Working With Women

What we learned in 2021

Personal coaching of and financial investment in vulnerable women collectively producing their own community impact projects during a pandemic is an effective strategy for increasing agency and solidarity.

In the short-term, this direct service put money in women's pockets when they needed it the most, with some groups even managing to turn a profit. Moreover, by investing in these women in 2021, most have chosen to help lead PSYDEH's 2022-2024 cooperative building and transformative digital inclusion programming.



Creating Sustainable Impact

EDUCATE. ORGANIZE.

Training in human rights, leadership skills, autonomy and economic solidarity supports local capacity-building, including with digital tools, in order for women partners to learn skills necessary to lead sustainable community-led development work.

LISTEN.

PSYDEH invites regular feedback from women partners around pertinent needs and demands in order to best mobilize to address local issues.

SCALE.

PSYDEH's network represents thousands of stakeholders across the region's four municipalities. As this network grows deeper roots, operating independently of PSYDEH, the organization SCALES its community-led development model to new communities in other rural regions of Hidalgo, Mexico, and the Global South.



EDUCATE

ORGANIZE

FORMALIZE

UNITE

LISTEN

SCALE

SUPPORT

LINK

FORMALIZE. UNITE. LINK. SUPPORT.

PSYDEH's programming unites a mighty network of women across previously disconnected rural areas with support and resources to achieve personal and collective goals including, but not limited to, organizing local impact projects, more digital inclusion, making collective political demands, drafting their own regional development agenda, organizing women-led cooperatives, confronting local social, economic, and gender inequality, and serving as community leaders.

How does PSYDEH mobilize women in rural Mexico as community leaders?

GROUND-UP. RIGHTS-BASED. COMMUNITY-LED. SUSTAINABLE DEVELOPMENT.



Our Work in 2021

Agency and Solidarity in Trying Times

After a year of extremely limited fieldwork due to a strict COVID-19 lockdown, PSYDEH's work reignited brighter than ever. Below we share highlights of our impact-making work in 2021:

Forming PSYDEH's majority Indigenous women-led field team

Increasing regional access to technology

Opening PSYDEH's first regional office in Tenango de Doria, Hidalgo

Expanding services to and partnerships with companies, organizations and a government (see pp. 28-30)

Mobilizing textile sales and profits for local artisans (see p.29)

Facilitating community-led impact projects (see p. 14)

Promoting women partners' stories online and in a short film

Expanding financial and operational transparency (see pp. 25-27)





Case Study

Quando Amanece | Community Impact Projects in 2021

Starting in mid-2021, PSYDEH's women-led field team facilitated a direct service community program we call Cuando Amanece (When the Sun Rises). This work mobilized 164 Indigenous women into 23 teams representing 34 different rural communities to develop, lead, and implement their own small-scale community impact projects.

In tandem with PSYDEH's training and mentorship, women partners deliberated, developed proposals, and executed dynamic local impact projects ranging from community gardens and textile production to animal husbandry and new local business initiatives including a nail salon, hair salon, and food services.

100 percent of these women-led projects have generated a lasting social and economic impact in the region.

CUANDO AMANECE

proyectos de sostenibilidad para la región Oaxaca - Región 14

NÜBU BI HYATS'I

proyectos de sostenibilidad para la región Oaxaca - Región 14

ANU' ABILCHAN

proyectos de sostenibilidad para la región Oaxaca - Región 14

QUEMA TLANESI

proyectos de sostenibilidad para la región Oaxaca - Región 14



Working In Rural Mexico

For the past fifteen years, PSYDEH has fortified relationships with Indigenous women partners and the communities we serve through consistent, collaborative, grassroots programming.

Productive working relationships have been cemented by engaging women as partners as opposed to beneficiaries and ensuring local needs guide our work.

Women's voices are key to programming decisions. Regular diagnostic assessments and ongoing community meetings ensure women remain active program participants.

This intentional structure directly supports PSYDEH's capacity to foster innovative, impactful, and sustainable community development in rural Hidalgo, Mexico.



How We Work

Facing COVID-19 and Funding Cuts

Over the past two years, the financial landscape of non-profit organizations in Mexico has shifted dramatically due to the severe impact of the COVID-19 pandemic globally, and ongoing government cuts to funding for civil society.

Despite these and other constraints, PSYDEH remains dedicated to diversifying its resource streams to ensure that our work can continue and serve as an impactful model for community-led development which can then be replicated across marginalized regions worldwide.

Launched in 2016, PSYDEH's resource diversification strategy has expanded fundraising efforts from relying exclusively on government grants to undertaking a total of ten streams in 2021 including crowdfunding campaigns, national collaborations, private fundraisers, social enterprise initiatives, foundation funding, and corporate partnerships.

This ambitious strategy is critical to ensuring that we succeed in our ongoing mission to empower women as leaders of local sustainable development and to propel a new paradigm for social, economic, and gender equality in rural Mexico and beyond.





"...[PSYDEH] teach[es] us how to be independent women. And this helps us to move away a little bit from male chauvinism in this community. They teach us to be better women entrepreneurs and to have greater self-esteem."

- PSYDEH Otomí woman partner



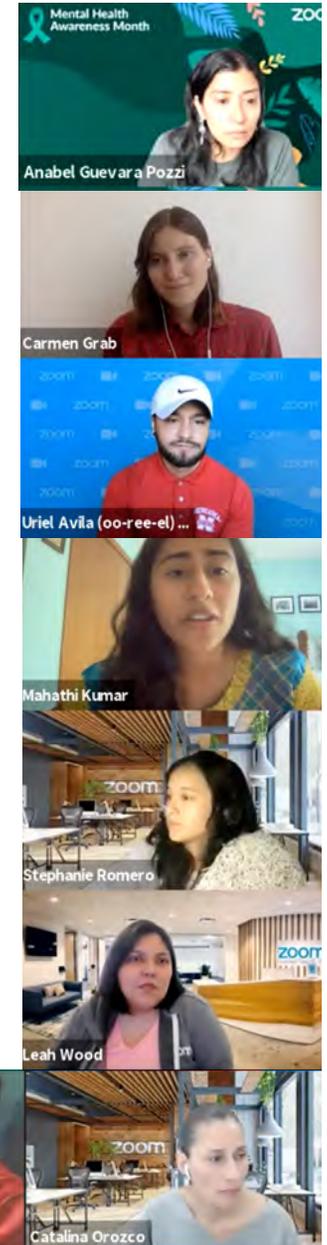
Our Team

PSYDEH continues to unite a diverse, dynamic, and dedicated team of professionals from around the globe to foster sustainable community-led development in rural Mexico.

In 2021, the organization expanded significantly, mobilizing two full-fledged PSYDEH teams each working to tackle collective goals. First, our local women-led team, the field team, based in rural Hidalgo leading programming on the ground, and second, our behind-the-scenes support and fundraising team, the satellite team, working virtually to achieve organizational objectives from around the world.

The vast majority of PSYDEH's team are women, and the vast majority of the team volunteer at least part of their time to serve in their roles as project coordinators, community organizers, workshop facilitators, professional photographers and videographers, event organizers, and beyond.

PSYDEH's staff is the almighty engine behind our community-led development work and, as such, the organization is committed to serve each and every member of our team in both their personal and professional goals. Empowerment begins first with our team and, from there, expands to reach women and their families in each of the communities where we work.



About Our Field Team

In 2021, PSYDEH employed a dedicated field team of four local women leaders working full-time out of our brand new field office, Casa Siempre Viva (Forever Alive House (CSV)), in Tenango de Doria, Hidalgo. They are supported by one field program coordinator, two professional coaches and one general coordinator also based out of CSV. This grassroots field team was tasked with developing, facilitating, and evaluating PSYDEH's 2021 programming in the region where we work.

As our work stretches across four municipalities, PSYDEH contracts with one field team staff member based in each municipality - further ensuring that, through their leadership, local women's needs and demands would consistently drive our work.

PSYDEH's women-led field team is a direct extension of the empowerment work at the core of our mission to address social, economic, and gender-based inequality in the region. By employing local, majority-Indigenous women to facilitate community-led development where they live, PSYDEH directly invests in women as community leaders in order to inspire more women to become community leaders, and solidify an ever-expanding network of women leading sustainable development in rural Mexico.

PSYDEH's field team wrapped their first year with major personal and professional advances. Collaborating with 164 women partners organized into 23 teams representing 34 rural communities, our women staff facilitated (A) personal development through training in civic leadership, human rights, and gender equality, (B) experiential education through community organizing and project management, and (C) a paradigm shift through the investment in community-led development projects to advance opportunities for women while generating local, sustainable impact.



About Our Satellite Team

PSYDEH's satellite team is primarily responsible for the organization's sustainability strategy, digital communications, and other major resource development initiatives including our volunteer program, corporate partnerships, grant writing and reporting, among other organizational fundraising. Without these behind-the-scenes efforts, PSYDEH would have no chance of achieving its ambitious goals in the field.

PSYDEH's satellite team boasts members contributing independently around the world and meeting weekly on Zoom calls. Over the course of 2021, PSYDEH's satellite team expanded to over two dozen contributors - our largest team to-date!

Since launching our Global Collaborators Volunteer Program in 2020, PSYDEH has hugely benefited from the skills and generosity of a diverse range of long-term, professional volunteers from around the world. In 2021, for example, PSYDEH welcomed volunteer collaborators and staff from Argentina, Belgium, Brazil, Guatemala, Ireland, Mexico, Spain, Switzerland, and the United States.





Meet Citlali

Citlali Aparicio Estrada
Field Leader - Huehuetla
Field Team

Citlali Aparicio Estrada is PSYDEH's field leader in Huehuetla. Since receiving her degree in Community Management and Local Governments at the Intercultural University of the State of Hidalgo, Citlali has worked for National Institute of Indigenous Peoples in its housing sector, and as a community instructor in the telebachillerato system.

Full of determination for all she does, Citlali is a proud Indigenous woman and feels honored to be Tepehua, one of Mexico 68 Indigenous peoples. For example, she was not taught her native language as a young child out of her parents' fear for the discrimination she would face, but she hopes to be fluent soon.



Meet Andrea

Ileri Andrea Muñiz Ortega Digital Communications Manager Satellite Team

Andrea strategizes on how grassroots PSYDEH builds its online footprint, develops creative assets for website and social media platforms, co-leads Mexican and global partnerships, teaches local staff and partners how to use digital communications tools, and helps PSYDEH and women partners to tell its unique impact story in Spanish and English to the world.

Andrea grew up in the state of Hidalgo, which allowed her to get to know parts of the Otomí-Tepohua-Nahua region in which PSYDEH works. Andrea is an artisan herself with a passion for researching and learning about traditional Mexican embroidery while creating empathy between and with Mexican women artisans to celebrate local knowledge and traditions.





Meet Jazmin

Jazmin Manrique Viguera Field Leader - Tenango de Doria Field Team

Jazmin Manrique Viguera is a native speaker of ñuhu (an Indigenous language from la Sierra Madre Oriental) from the community of San Esteban, in Huehuetla, Hidalgo. Jazmín grew up in a rural environment where her family cultivated coffee, corn, and citrus trees and raised livestock. Jazmin received her degree in Sustainable Development at the Intercultural University of the State of Hidalgo (UICEH), in Tenango de Doria, Hidalgo.

Jazmin is PSYDEH's field leader in Tenango de Doria where she facilitates programming and workshops in ñuhu and Spanish, serves as a mentor for women partners, and contributes to the field team's strategic planning efforts in order to adequately address local gender inequality and meet population needs, both individually and collectively.





Meet Hannah

Hannah Swenson
Sustainability Coordinator
Satellite Team

Hannah Swenson is a strategic consultant, community organizer, grant writer, and documentary filmmaker originally from the midwestern United States, where she first became involved in civic engagement, storytelling, and social projects. A graduate of the Community & Justice program at Guilford College and the TEFL teaching program at Trinity College, Hannah has been active in community work from an early age, mobilizing creative campaigns and initiatives informed by solidarity, social justice, and environmental stewardship.

Hannah is currently based in Mexico City, Mexico where she serves as PSYDEH's Sustainability Coordinator co-leading the strategic development, fundraising, and evaluation of PSYDEH's field programming and social enterprise initiatives.



Financial Reporting

Transparency. Adaptation. Growth.

Three 2021 trends

1 **Growing organizational financial stability even during trying times.**

Direct financial support in 2021 (\$1.826 million MXN) exceeded expenses (\$1.113 million MXN) by more than 60 percent. This led to a 25 percent increase in the organization's total assets by the end of 2021, key to our strategy for having the reserve we need to produce robust 2022 programming (\$0.713 million MXN annual increase resulting in \$2.818 million MXN in total assets by the end of 2021).

2 **Available funds are being spent on the mission, rather than overhead.**

86 percent of expenses were for programming costs (\$0.955 million MXN for programming costs of \$1.113 million total expenses MXN).

3 **PSYDEH's mission and work are broadly and richly supported by independent and global company professionals.**

We raised more than \$6 million MXN in donated services and goods from both individuals and corporations.





Financial Reporting

2014-2021 historical trend

After several years of working hard and smart to stay afloat, PSYDEH uses its resource diversification strategy to build a financial foundation that allows for impressive growth of reach and influence and impact. For example, between 2014 and 2021, we see annual in-kind & financial contributions being seventeen times greater today than 2014 levels.



Financial Reporting

Statement of functional expenses

	Programming	Support Services	
	<u>COVID-19</u>	<u>Mgmt. Resource Raising & General</u>	<u>Functional expenses</u>
Salaries & Labor	\$ 390,316.02	\$ 89,493.18	\$ 479,809.02
Payroll taxes	\$ 73,691.78		\$ 79,519.07
Total payroll related expenses	<u>\$ 464,007.80</u>	<u>\$ 89,493.18</u>	<u>\$ 559,328.09</u>
Legal & accounting		\$ 55,245.15	\$ 55,245.15
Consultants	\$ 5,000.00		\$ 5,000.00
Volunteer expenses			
Repairs & maintenance	\$ 4,518.57		\$ 4,518.57
Insurance			
Food	\$ 76,187.36		\$ 76,187.36
Staff Development			
Contracted services	\$ 14,023.62		\$ 14,023.62
Wifi field office	\$ 8,995.00		\$ 8,995.00
Water, gas, electricity, field office	\$ 6,800.00		\$ 6,800.00
Printing & copying			
Office supplies			
Rent main office	\$ 36,000.00		\$ 36,000.00
Rent field office	\$ 24,000.00		\$ 24,000.00
Household furniture/supplies	\$ 34,243.00		\$ 34,243.00
Direct beneficiary costs (economic project production)	\$ 204,480.00		\$ 204,480.00
Bank fees		\$ 7,766.07	\$ 7,766.07
Transportation	\$ 77,566.09		\$ 77,566.09
Licenses & permits			
Miscellaneous expenses		<u>\$ 5,149.99</u>	<u>\$ 5,149.99</u>
Totals	<u>\$ 955,821.47</u>	<u>\$ 157,654.39</u>	<u>\$ 1,113,475.86</u>



Partnerships

Local and Global

In Hidalgo, PSYDEH has established productive and dynamic partnerships with municipal governments, public officials, and local universities over the last decade and a half. Across Mexico and Latin America, PSYDEH has built a wide network of nonprofit allies through the LATAM Impact Network. Additionally, PSYDEH has developed partnerships with major groups and organizations based in Mexico who are dedicated to solidarity, gender equality, women's empowerment, entrepreneurship, and/or cooperative-building including INCUBA, La Chispa Incubadora, ProMujer, Ayuda Mutua CDMX, Casa Chicha, Mexico's Institute for a Social Economy (INAES), Mexico's National Institute of Social Development (INDESOL), and Mexico's Ministry of Social Development (SEDESOL).

At the national and international level, co-investors in PSYDEH's ambitious programming include GlobalGiving, Google, HSBC Bank, Johnson & Johnson, Kroll Charitable Foundation (in alliance with CAF America), Lemonaid & ChariTea Foundation, PopSockets, Tata Group, Team4Tech, Zoom Video Communications (in alliance with the Tides Foundation), The Chacruna Institute's Indigenous Reciprocity Initiative, and the Government of Ireland.

These diverse partners are each dedicated to the success of PSYDEH's community development programming through direct funding, dedicated consultants, and a myriad of other professional and technical resources.



Deep Dive: Global Partnerships

zoom

Our *partnership* started with a significant financial donation awarded by Zoom's Latinx employee resource group Somos (ERG Somos), as well as their arranging an in-kind donation of fifteen Pro account licenses. It continued with multiple virtual information sharing sessions, one of which related to our being selected as one of four nonprofits across the world to participate in their Zoom Cares pro bono initiative in collaboration with USA-based nonprofit Team4Tech (T4T).

Johnson & Johnson

Johnson & Johnson Mexico helps its employees to make a social impact by loaning them out as business consultants advising non-profits like PSYDEH. In this 2021 *partnership*, Johnson & Johnson consultants worked with PSYDEH staff over two months to deliver a nine-chapter "story selling" playbook that both PSYDEH and Indigenous leaders can use when forging partnerships with private companies in Mexico.



HSBC, in collaboration with USA-based GlobalGiving, chose PSYDEH as one of only six nonprofits across the globe to work with twenty-two employees based in the USA, UK, India, China and Mexico. Team One analyzed PSYDEH's global volunteer program with the aim to suggest how we attract six-to-eight professionals to join PSYDEH every year as full-time or part-time staff. Team Two used PSYDEH's 2021 initiative Bordamos Juntos ("Embroidering Together") (see p. 31) as the basis to develop a manual we use to build a social enterprise as another resource stream for PSYDEH and female artisan partners.

POPSOCKETS

PSYDEH trains *PopSockets* workers to own their role as creators of fair and safe working conditions. Here, PopSockets' Tijuana, Mexico factory partner XB's workers chose leadership training as key to resolving conflicts and building teamwork PSYDEH and PopSockets then co-developed the training curriculum and a manual to foster a "train-the-student-to-train" model where workers share what they learn with their peers unable to attend the training. After two days of training, we provided basic support to help students sustain progress. We will replicate the initiative in 2022.



Game Changing Multi-year Partnerships

LEMONAID⁺
ChariTea⁺

team4tech

This German company's Foundation first met PSYDEH when we participated in the online competition #youforG20 in late-2017. One year later, PSYDEH accompanied their staff visiting existing and potential Mexican non-profit partners in Hidalgo and Puebla. They reciprocated this interest by visiting our target work areas. We then exchanged ideas and proposals in 2019 before suspending negotiations due to the pandemic in 2020. With the reopening of European economies in mid-summer 2021, the Foundation reinitiated the conversation and we agreed on PSYDEH's first multi-year financing *partnership*, a three-year grant to organize majority-Indigenous women-led cooperatives through 2024.

Thanks to our partnership with Zoom company, PSYDEH met and was then selected by Team4Tech as one of eight organizations from across the world, their first from Mexico and third from Latin America, to join their global community of nonprofit allies in 2021 for our second multi-year financing grant, a three-to-five-year *partnership*. Our joint aim is to innovate a transformative digital inclusion proof of concept for grassroots non-profits and their tech company partners working to better educate underserved learners in rural, isolated areas across Mexico, Latin America and the Global South.



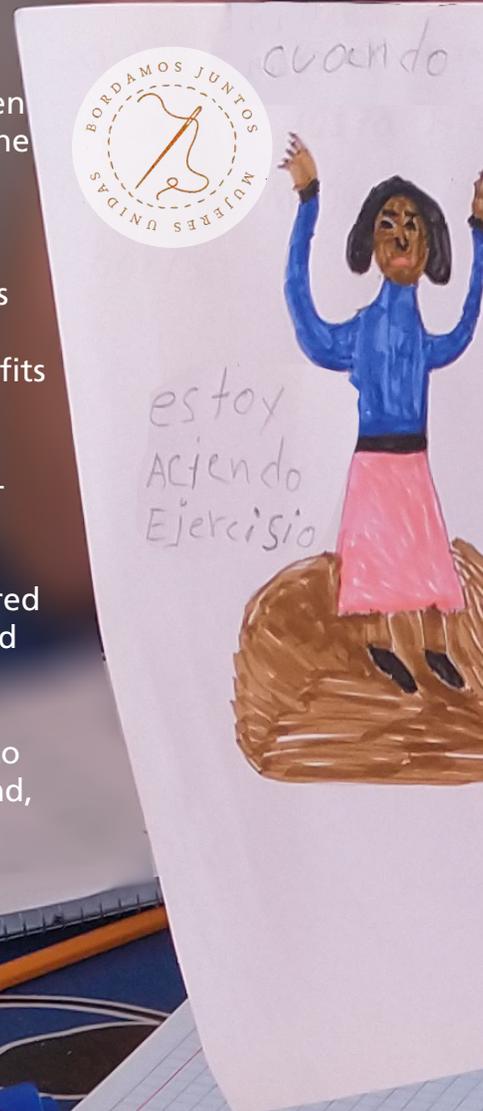
Case Study: Bordamos Juntos

Social enterprise project bolsters regional artisans

In January 2021, PSYDEH embarked on a new social enterprise project, Bordamos Juntos (Embroidering Together), by directly investing in forty Indigenous women artisans in rural Hidalgo, Mexico and facilitating the online sale of their traditional, handmade textiles.

Bordamos Juntos invests in Indigenous women, protects traditional Indigenous art practices, and directly responds to the devastation of local economies throughout rural Hidalgo, Mexico during the COVID-19 pandemic. The profits of this social enterprise project are used to (a) reimburse PSYDEH's initial investment in artisans for a future social enterprise campaign and (b) reinvest into PSYDEH's 2022-2024 field work.

When surveyed by PSYDEH in 2020, women partners shared how much they value the opportunity to earn a living and combat gender inequality through their roles in regional craft and crop production. In turn, Bordamos Juntos was designed as a reflection of this input, mobilizing efforts to combat the devastating economic impact of COVID-19 and, through the same effort, empower local women as local leaders of economic growth.



By the end of 2021, PSYDEH:

- Invested a total of \$72,480 MXN (\$3,475 USD) in 53 women artisans
- Purchased 127 textiles valued at \$110,600 MXN (\$5300 USD)
- Launch an Etsy shop and sold 91 textiles, equal to \$86,100 MXN (\$4,125 USD)
- Anticipated sales of the remaining 36 textiles is equal to \$24,500 MXN (\$1,174 USD)
- Anticipated gross profit for the project: \$110,600 MXN (\$5,300 USD)





Looking Ahead



SIERRA MADRE NETWORK
Women-led Cooperatives

& team4tech

Securing initial seed funding in late 2021, PSYDEH's three-year field programming called Red Sierra Madre (Sierra Madre Network) is built on the outcomes of work ending in 2020. This is a cooperative incubation program and a catalyst to empower women as community leaders— propelling gender equality while reducing social and economic inequality.

Whereas, Tec Para Todos (Tech For All) programming innovates a proof-of-concept for integrating culturally appropriate, sustainability-focused tech like solar, as well as information and communication technology (ICT) like satellite wifi, cloud tools, low tech hardware into day-to-day operations, and the rural communities in which we live and work.

Over the course of three years, the Sierra Madre Network, made possible in part by Tec Para Todos, generates meaningful personal, community, and social impact.



Personal Impact



SIERRA MADRE NETWORK
Women-led Cooperatives

Experiential education: PSYDEH's yearlong Cooperative School supports women's capabilities and potential, building human capital, facilitating employability, and supporting self-determination for an increased quality

of life. On an interpersonal level, women learn how to work effectively in teams, lead democratic decision-making, and effectively solve problems as a group. As budding cooperative members, women sharpen their entrepreneurial abilities and become resident experts in how to co-lead a successful democratically-run business.

Leadership opportunities: 60+ local Indigenous women will construct 4 income-generating cooperatives over the course of 3 years. Together, members will hone personal leadership skills, strengthen collective work methods, and expand cooperative business opportunities— directly combatting traditional patriarchal leadership roles in the region.

Economic growth: 60+ cooperative members will earn a minimum monthly income of \$76 USD by project year 2. Also, ensuring women are able to generate their own personal income can be directly correlated to women leading more self-determined lives.



Community Impact



SIERRA MADRE NETWORK
Women-led Cooperatives

Local impact projects: Each year, cooperatives will develop local impact projects with a focus on sustainable community-led development. In year one, seed funds for the project are provided by PSYDEH. In years two and three, projects are funded by the cooperatives with a reserved 15 percent of each cooperative's gross profit.

Community workshop series: Each year, cooperatives will host a series of workshops focused on economic solidarity and topics addressing local needs as requested by community members. Workshops invite new faces to join PSYDEH programming in order to network, explore enriching topics and develop new skills.

Regional women's conferences: Each year, cooperatives will unite 200+ women from across the region to produce a regional development agenda, attend workshops and women's circles, and build solidarity across municipalities. The ongoing mission of the annual conferences is to push for women's full and effective participation in political, economic, and public life in rural Mexico.



Social Impact



SIERRA MADRE NETWORK
Women-led Cooperatives

Gender equality paradigm shift: Operating democratically-run businesses, members will influence a major paradigm shift by increasing social, economic, and gender equality

across the region. An ever-expanding network of women leaders will (1) directly confront gender discrimination, (2) promote economic solidarity, (3) increase local civic engagement, (4) fortify local sustainable development, and (5) serve as paradigm-shifting examples of impactful, value-driven leaders for future generations.

Economic empowerment: In project years 2 and 3, cooperatives will generate personal income for 60+ local women, directly increasing their personal spending power and ability to participate equally in existing markets. This type of economic empowerment is central to claiming control over one's own time, life, and body, as well as having increased agency and meaningful participation in economic decision-making at all levels.



Deep Dive: Tec Para Todos (Tech For All)

team4tech

Tech For All is a rural Information and Communication Technology (ICT) integration plan to bring dynamic ICT solutions to Indigenous women partners in rural Hidalgo, Mexico.

In a region where an estimated 0.01 percent of families have computers, and most live without access to steady phone signals, these ICT solutions are to be contextually appropriate, pragmatic yet innovative, and sustainable.

Our long-term project objective through Tech for All is for PSYDEH's field team and local women partners to learn how to use technology solutions that will drive social and economic development in their communities.

In 2022, the first year of a five-year plan, PSYDEH is focused on three ICT objectives: providing local technology solutions and training, installing public satellite internet, and running ICT solutions using solar power sources with support from partners including Team4Tech and Viasat Incorporated.





Contributors

PSYDEH breaks the mold for the grassroots nonprofit organization leading community-led development in rural Mexico, and our wider community constantly inspires us to stay the course despite the trials and tribulations. PSYDEH staff and Board of Directors, as well as hundreds of stakeholders from around the world, have invested time, money, resources, and love into our work. We simply would not be here without you. In celebration of another impact-making year at PSYDEH, we also celebrate you, reader, and all those who joined us to make the world a better place this year. Our entire team offers love, gratitude, and solidarity. Thank you. ¡Juntos somos mejores!





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