



2021

ANNUAL REPORT

REALgirl®

SERniña

UN PROGRAMA DE REALgirl®

CONTENTS

3 FOUNDER'S MESSAGE

4 ABOUT REALgirl (SERniña)

- What We Do
- Our Mission
- Our Vision

5 WHY WE WORK IN GUATEMALA

6 LOOKING BACK - THE REAL-GIRL (SERNIÑA) STORY IN GUATEMALA

7 OUR IMPACT SINCE 2015

8 2021 PROGRAM ACTIVITIES

- Blooming in Freedom – COVID
- Distance Learning Empowerment Program
- SERelCambio Leadership & Community Activism Program
- Violence Prevention & Support
- Whole-Family Support Programs
- Workshops for Women & Mothers

14 INTRODUCING REALgirl ETHIOPIA!

15 2021 IMPACT IN NUMBERS

16 WHAT WE LOOK FORWARD IN 2022

- REALgirl and SERniña is built on the foundation of
- partnerships
- Financial Summary
- Thank You to our Foundational Partners and Donors
- Our 2022 Team



FOUNDER'S MESSAGE

Another year has passed and what a year it has been!

The challenges faced around the world have been significant and hard to grapple with. Longstanding social justice issues are finally getting the attention they deserve, which brings to light violent injustices and the associated deep, generational wounds. Poverty and famine are worse than they've been in years. Rates of gender-based violence continue to rise in a phenomenon called the "shadow pandemic". Girls and women are being disproportionately impacted and disempowered by the pandemic and consequent economic and social issues.

Even though we have all felt these challenges in our own lives, the reality is, the impacts are the most devastating to those living in poverty, such as the women and children living in Guatemala.

Though the challenges faced this year were significant, at REALgirl (SERniña), when we look back on 2021, we are not overwhelmed by the challenges, but instead inspired by the resilience, strength, and commitment of the communities and individuals we serve, as well as the incredible impact and growth of our programs, even in such a challenging year.

Here are the highlights of the important work we were able to achieve in 2021:

- We re-structured our programs to address on-going school closures and launched our innovative "Blooming in Freedom" Empowerment & Equity Magazine series which reached hundreds of vulnerable children in Guatemala
- We launched our "Whole Family Healing Program" with over 120 family members participating in weekly workshops

- Our team in Guatemala grew to 15 local staff including educators, social workers, Mayan healers, therapists, psychologists and community facilitators
- We gained new foundational partners to allow us to reach more children and their families than ever before, such as the Luis Von Ahn Foundation, Global Fund for Children, the Fund for Innovation and Transformation, and Global Affairs Canada, and we grew our relationships with long-term partners TIDES and Rotary

And so much more....

This year we worked directly with over five hundred individuals. That is five-hundred stories of hope. Five-hundred stories of people fighting for their right to live a life free from violence, poverty, and oppression. We were honored to be supporting these five hundred brave individuals as they created their own empowered path.

Despite all the challenges, our participants have increased their engagement with our programs, and our programs have continued to increase our support of each child.

We want to take a moment to thank all of our donors who make our work possible each day. None of what we do would be possible without you! Thank you for continuing to believe in our work and for increasing your support even in these challenging times. Thank you for helping REALgirl (SERniña) continue to help create hundreds of stories of hope, bravery, and resilience.

From the bottom of our hearts,

DANIELLE SKOGEN & ANEA BOGUE

ABOUT REALGIRL (SERniña)

What We Do

REALgirl (SERniña) provides transformative workshops dedicated to empowerment and gender equity for youth around the world. Through our workshops and programs, youth develop the knowledge, skills, and courage they need to make informed life-choices and reach their highest potential. We run all of our programs in partnership with local schools and organizations in some of the world's most marginalized and at-risk communities. Our in-depth curriculum runs weekly over the course of three years and fosters the development of self-esteem, personal agency, social-emotional development, human rights advocacy, violence prevention, leadership, and activism.

REALgirl (SERniña) was created to be a support program to schools, public programs, and other non-governmental organizations to take on a holistic approach to girls' empowerment and address the challenging and dangerous issues facing girls, such as low self-esteem rates leading to risky behaviours, girls entering into unhealthy and violent relationships with older men, high pregnancy rates, high dropout rates, high rates of domestic and sexual abuse, and extremely strong societal

pressure to have girls/women staying at the home and not pursuing their own futures.

Recognizing the critical role boys and men play in the creation of safe and equal communities, REALgirl (SERniña) also developed and runs the "REAL-boy" Program which is focused on involving boys in the movement towards women's empowerment and gender equality and support them in overcoming the obstacles they face so they can also reach their highest potential.

Recognizing that the youth in our program do not live in a bubble, we also work in partnership with parents, educators, and community leaders to help whole communities heal from the trauma of patriarchal dominance, violence, and racial injustices, to reconnect society to its ancestral roots and create communities that are interdependent, interconnected, and equitable.

REALgirl builds all of its programs on the firm belief that we are all members of one "human team" and together we are stronger.

In all that we do we take on a feminist, holistic, and community-centered approach to gender equity and empowerment.

Our Mission

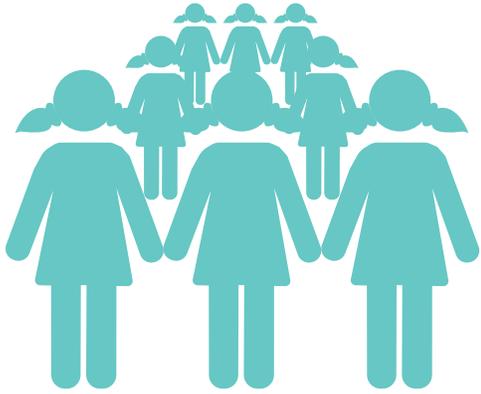
To advance gender equality in Guatemala by supporting the empowerment of girls, women and youth to reach their highest potential and become innovative leaders dedicated to the creation of safe, equitable, and just communities.

Our Vision

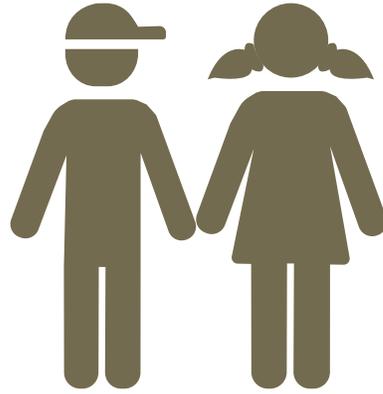
A Gender Equal Guatemala where everyone reach their highest potential and safe, equitable, and just communities are the norm.

WHY WE WORK IN GUATEMALA?

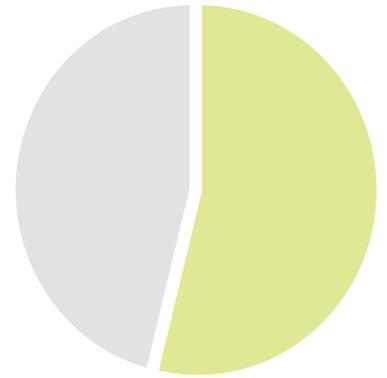
Guatemala remains one of the most dangerous and disempowering countries in the world to be a girl:



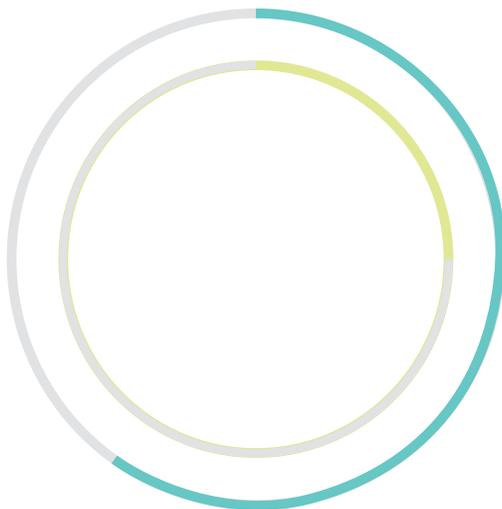
72,000 Teen girls became pregnant in 2021, that is one girl every 7 minutes



+300 Reports of gender-based violence are filed daily, and 10% of cases are against children

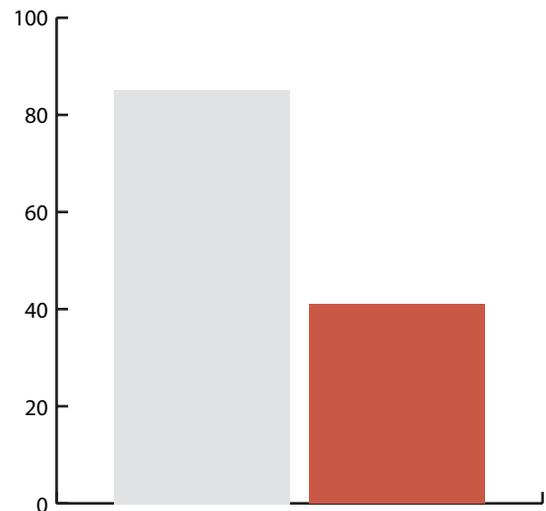


54% Increased incidents of violence against women since the pandemic



29% Of girls are married before the age of 18

55% Of Guatemalan girls have completed secondary education



-41% Of women have formal employment, compared to 85% men

LOOKING BACK - THE REALgirl (SERniña) STORY IN GUATEMALA

From economic opportunity to educational attainment, legal and social rights to physical and sexual violence, women and girls face larger obstacles, more discrimination, and have less access opportunities than boys and men. These overt obstacles coupled with constant subtle messages of male superiority greatly damage a girl's self-esteem and sense of self-worth, leading to increased vulnerabilities and risk factors such as dropping out of school, teen pregnancy, and entering violent relationships.

Though there are ample programs focused on education and health in a general sense, very few programs exist to support the unique and challenging obstacles faced by girls and women.

In 2015, at the request of local educators, psychologists, and social workers, the REALgirl Foundation launched its first branch in Latin America, "SERniña" (to be a girl) address the critical need in Guatemala.

Led by local educators, psychologists, social workers, and activists, with the close support of REALgirl, SERniña has created a completely customized version of the REALgirl Curriculum which is culturally and socially relevant for children growing up in poverty in Guatemala.

Since 2015, SERniña has remained fiercely committed to eradicating gender inequality and advancing the empowerment of girls and women. To reach our mission we have grown our programs in the following ways:

- We have expanded our programs for girls to a two-year 160-hour empowerment program
- We created a parity two-year program to work with boys and encourage their commitment to gender equity and advancing girls and women
- We have launched a third-year leadership program for youth
- We have created capacity building programs for teachers
- We have launched 'whole family programs' which provide support to mothers, fathers and whole families

We are incredibly proud of all that we have achieved at SERniña. None of it would be possible without the support of our donors and foundational partners. As a grassroots organization, every dollar helps us build and grow our programs.



OUR IMPACT SINCE 2015

Since 2015...



1,317 children have completed our year-long programs



Over **1,800** girls have participated in our empowerment and leadership activities



Over **1,100** additional girls have engaged in specialty programs



18 local men and women have been trained as Facilitators



Less than **1.5%** of participants have become pregnant



Over **90%** of our participants continue in school



18 different local schools/organizations have implemented our programs, reaching **14** different communities



600 600 boys have participated in our gender equity programs

Over **5000** people directly served

2021 PROGRAM ACTIVITIES

Blooming in Freedom” – COVID Distance Learning Empowerment Program

To address on-going school closures and lockdowns, in 2021 we launched our “Blooming in Freedom” empowerment and equity magazine program. For this program, we re-designed our regular SERniña/SERniño workshop program into monthly distance learning magazines. Each magazine covers 1-2 of our “12 Core Modules” and includes key information and engaging activities. Each month REALgirl (SERniña) Facilitators lead individual coaching calls with each participant to check in on well-being, safety and magazine understanding.



Sample Pages from our Magazines:



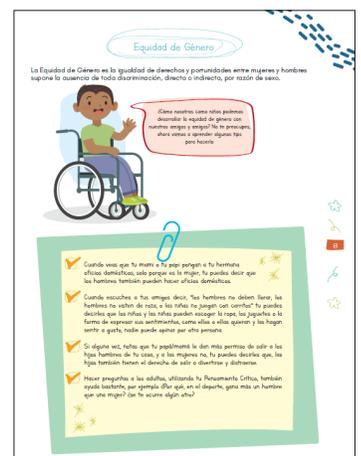
Magazine 1:
SERniña - Siento, reconozco y conecto



Magazine 2:
SERniño - Descubriendo mi pensamiento crítico: es- cucho, pienso, reflexiono y decido



Magazine 3:
SERniña - Comprendo mis derechos y dignidad humana



Magazine 4:
SERniño - Inequidad de género

The SERniña Core Modules and Themes are:

- **Critical Thinking and Using Your Voice**
- **Discovering Your REAL Self** (Authentic Self-Discovery and Self-Love)
- **Understanding and Protecting Your Human Right**
- **Creating Your Own Path** (Personal Agency and Goal Setting)
- **Understanding & Overcoming Gender Roles**
- **Creating Gender Equality** (Feminism & Women's Empowerment)
- **Your Amazing Body** (Puberty & Menstrual Health)
- **Your Body. Your Rules** (Bodily Autonomy & Consent)
- **Comprehensive Sexual and Reproductive Health Education**
- **Creating Healthy Relationships with Yourself & Others** (Healthy Communication, Boundary Setting, and Violence Prevention)
- **Your Body Is A Temple** (Nutrition and Exercise)

The Magazine's Principal Characters:



"One of the major changes I have seen since the launch of SERniña's "Whole Family Approach" is the increased empowerment of women in the community of El Hato. They are standing up for themselves and taking action to create change. For example, in the past few weeks four women have asked SERniña's support in accessing reproductive health care and over 20 women have asked to attend literacy courses." - Mayan Therapist & Healer

Impact:

400 children participated in our "Blooming in Freedom" – COVID Distance Learning Empowerment Program



SERelCambio Leadership & Community Activism Program

SERelCambio (Be The Change) is a program aimed at young graduates of our other flagship programs. Whereas our flagship programs focus on personal empowerment, SERelCambio encourages youth to apply their learning from SERniña/SERniño in their daily lives and step up as agents of positive change in their families, schools, and communities. Throughout the course of the program participants explore local community needs, brainstorm creative solutions, and then plan, execute and evaluate a youth-led community action project. SERelCambio is based on the award-winning methodology of the SERES leadership program.



Impact:

24 youth participated in our SERelCambio program in 2021



Violence Prevention & Support

In 2021, we were proud to launch a new branch of our program which provides holistic violence prevention and response support to survivors of violence in our programs and their family. This program was created to respond to the high rates of unaddressed domestic and gender-based violence faced by our young participants. In 2021, we hired a 'Violence Prevention & Response Coordinator' to take the lead on program design and implementation. This new program provides the following services to children in our programs and their families: free group therapy, free one-on-one therapy, free family counselling, free legal support, and personalized case support for each survivor of violence.

Impacts:

- 54 children and mother's received comprehensive support
- 567 therapy sessions were provided through this program



Workshops for Women & Mothers

Our REALwoman (SERmujer) program is built off the REALgirl (SERniña) program and provides women and mother's with age-appropriate access to our transformative programs. For the majority of mother's, it is the first time they have ever learned about their rights, sexual and reproductive health, menstruation and more.



Our local team works in close collaboration with each community to provide additional customised support to the women's groups. These supports include, but are not limited to:

- Sexual and reproductive health access & support
- Literacy workshops
- Therapy

"One of the major changes I have seen is the increased empowerment of women in the community of El Hato. They are standing up for themselves and taking action to create change. For example, in the past few weeks four women have asked SERniña's support in accessing reproductive health care and over 20 women have asked to attend literacy courses." - Mayan Therapist & Healer

Impact:

40 women participated in our programs in 2021



Whole-Family Support Programs

In 2021, through the support of the Fund for Innovation & Transformation and Global Affairs Canada, SERniña launched an innovative approach to violence prevention and response that works with entire families (parents, siblings, and victims) to provide healing-based workshops to help entire families overcome the trauma of abuse and step up as co-creators of violence-free and gender-equitable communities. Key components of this approach include using traditional Mayan healing methodologies and taking a restorative justice approach. Through the support of FIT, Canadian Humanitarian, and our local partner SERniña by REALgirl is testing the impact and effectiveness of a holistic, family-centered, gender-equity focused violence prevention and response program in Guatemala. Key innovations of this project include incorporating Mayan restorative justice methodologies, offering a healing-focused approach to violence prevention and response, and engaging whole families and boys and men throughout the process.

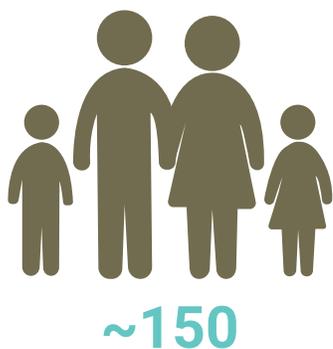


Fund for Innovation and Transformation
Fonds pour l'innovation et la transformation

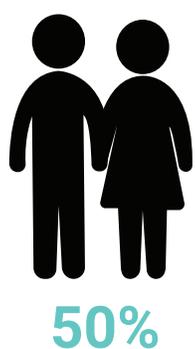
- To reduce rates of gender-based violence
- To increase understanding and application of gender equity within Guatemalan households
- To increase access to holistic, comprehensive, and healing-centered violence response services
- To increase engagement, commitment, and accountability among Guatemalan community members to address violence in their community and support survivors of violence



We are only half-way through the project, which wraps up in August 2022, but already we have seen incredible impacts:



Community members of all ages are participating in the weekly programs



Of parents are attending couples therapy



Families are receiving monthly food hampers



Arise of men's involvement in gender equity initiatives

FIT Quote:

“FIT is excited to support Canadian Humanitarian and its local partner, REALgirl (SERniña) and their innovative solution “Holistic Gender-Based Violence Prevention & Response”, said Christina MacIsaac, Director of Innovation for the Fund for Innovation and Transformation. FIT understands that Gender-Based Violence (GBV) is systemic and must be prevented. The innovation being tested by Canadian Humanitarian has the potential to significantly impact the lives of women and girls in Guatemala by reducing GBV. We look forward to understanding what they learn from testing in the months ahead.”



FIT Testimonial

“Coming to the mother’s workshops at SERniña and getting the support of the SERniña therapist has changed my life. It is truly the first time I have ever felt safe to open up or like anyone was listening or cared. Since joining SERniña I have realized how much anger I have been carrying with me. I was so angry every day. I felt like a soda bottle ready to “pop”. And, I know it impacted my family. My anger made me treat my children in bad ways. In my SERniña therapy sessions, I finally have the space to release and process my emotions. I have learned coping skills such as breathing exercises, affirmations and how to use my Chakras. This program has changed my life. I am happier and that makes me a better mom. I can show my children more love and support so they can be successful too! Thank you for caring about us in El Hato. Thank you for caring for my family and my children.” – Mother enrolled in the FIT Project



Introducing REALgirl Ethiopia!

In 2019, REALgirl (SERniña) created a partnership with Canadian Humanitarian to mutually bolster our programs. Canadian Humanitarian has been working in Ethiopia for over 16 years providing holistic education, empowerment, and health support to over 1,500 children in youth living in extreme poverty in Ethiopia.

In 2021, working in close collaboration with Canadian Humanitarian's Canadian and Ethiopian team, we launched the pilot of REALgirl and REALboy in Ethiopia. Our approach in Ethiopia is based off our proven and impactful SERniña model and curriculum.

All workshops in Ethiopia were led by local men and women who had previously graduate from Canadian Humanitarian's centers. In the pilot year, over 50 children participated from four different urban communities. It was a resounding success and we look forward to growing our work in Ethiopia in partnership with Canadian Humanitarian.

REALgirl®

canadian
HUMANITARIAN

realHUMANITARIAN



2021 Impact In Numbers

400 Children participated in our “Blooming in Freedom”



24 Youth completed our online SERelCambio program



40 Women participated in our programs in 2021



150 Individuals participated in our whole-family support program



573 Individual therapy sessions provided



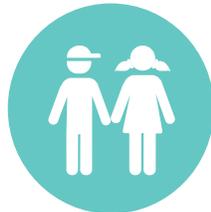
54 Survivors of violence received comprehensive support



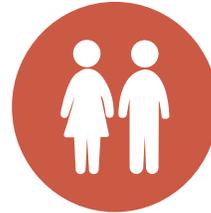
What we look forward to in 2022...



1,200
Reached
participants



480
Children
enrolled in our
“Blooming in
Freedom”



500
Reached
children in Peten
by launching
the digital roll
out of our
“Blooming in
Freedom” on
the RACHEL
platform



Deepening our incorporation of **Mayan Healing & Cosmovision** Methodologies and Practices



Increasing **Restorative Justice Work** throughout our
community partners



Launching the **second-year** of our “Blooming in Freedom”
Program to cover our SERlideresa and SERlider programs



Wrapping up our “Whole Family Approach” Pilot Program in
El Hato, and working with the community to develop
continued initiatives

REALgirl and SERniña is built on the foundation of partnerships:

- All of our workshops and programs are run in partnership with local schools and non profits
- We collaborate with local organizations and projects to develop our programs and curriculum, and support the development and progress of their programs
- We work with government agencies to ensure compliance and increase our reach to the most marginalized communities

Current Implementing Educational Partners



Escuela Oficial Rural Mixta La Guardianía del Hato	Escuela Oficial Rural Mixta José Ignacio Ortiz Videz	Escuela Capetillo	Escuela Oficial Rural Mixta Barrio Asunción Manzananes - Tecpán
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Innovation & Program Development Partners



Advocacy Partners



Governmental Partners

 MINISTERIO DE SALUD PÚBLICA Y ASISTENCIA SOCIAL	 SECRETARÍA CONTRA LA VIOLENCIA SEXUAL, EXPLOTACIÓN Y TRATA DE PERSONAS	 MINISTERIO DE EDUCACIÓN	 SECRETARÍA EJECUTIVA DE LA COMISIÓN CONTRA LAS ADICCIONES Y EL TRÁFICO ILÍCITO DE DROGAS - SECCATID-
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Financial Summary

SERniña 2021 Funding Sources	
General Donations	\$ 15,025.46
Luis Von Ahn Foundation	\$ 25,000.00
Tides Foundation	\$ 40,000.00
Fund for Innovation and Transformation	\$ 56,500.00
Global fund for Children	\$ 10,000.00
Sunrise Rotary (Rotary International District Grant)	\$ 7,692.31
Total	\$ 154,217.77

SERniña Guatemala Project Costs	
Children's Workshops & Magazines	\$ 32,749.10
SERelCambio Leadership Program	\$ 5,223.43
Violence Prevention & Response Program	\$ 5,893.90
General Program Support & Operations	\$ 12,819.43
Administrative Costs	\$ 7,864.35
Whole Family Support Program	\$ 57,228.00
Healthy Masculinities Lab	\$ 413.33

**Please note REALgirl Ethiopia is fully-funded by our partner, Canadian Humanitarian, who oversees all financial management.

Thank You to our Foundational Partners and Donors



**Luis von Ahn
Foundation**



Fund for Innovation
and Transformation
Fonds pour l'innovation
et la transformation



Our 2022 Team

- **Luis Erick Rachon Romero** – Operations Manager
- **Laura Ortiz** – Education Manager
- **Maricela Socoreque** – Girls' Program Coordinator
- **Marcelo Morales** – Boys Program Coordinator
- **Mauricio Táquez** – SERelCambio Facilitator
- **Lesbia Ordóñez** – Violence Prevention & Response Coordinator
- **Mayra Torres** - Psychologist
- **Lucrecia García** – Psychologist
- **Ana Mucía** – Therapist/ Mayan Healer
- **Yoni Reyes** – Therapist/ Mayan Healer
- **Josue Socoreque** – Boys Program Facilitator + Academic Tutor
- **Flor de María Morales** – Girls Program Facilitator + Tecpan Community Coordinator
- **Emilia Cojolón** – Girls Program Facilitator + Women's Literacy Tutor
- **Jairo Baldomero Paíz** – Boys Program Facilitator
- **Danielle Skogen** – Co-Founder
- **Anea Bogue** – Co-Founder