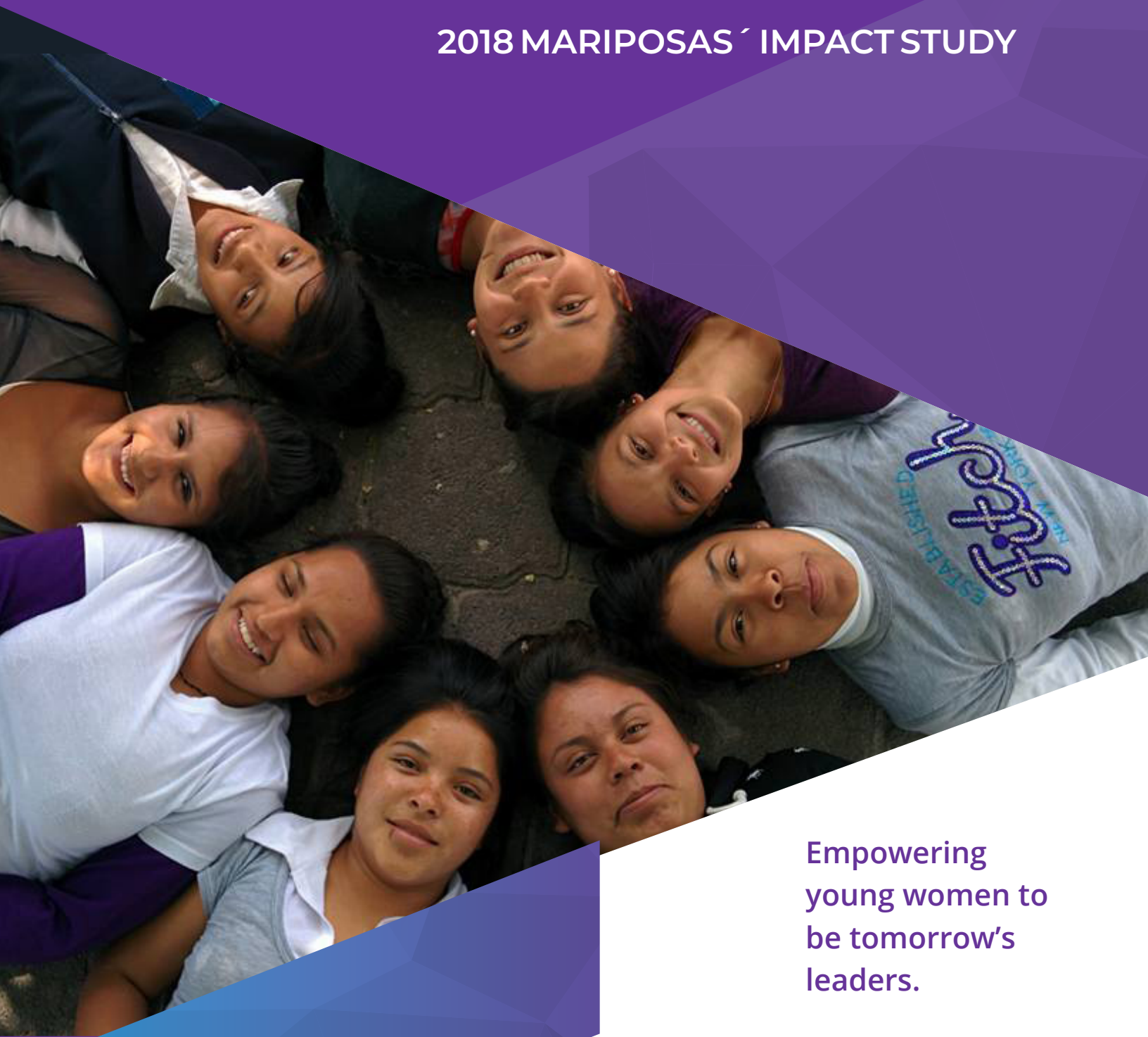


# MARIPOSAS' RIPPLE EFFECT

2018 MARIPOSAS' IMPACT STUDY



Empowering  
young women to  
be tomorrow's  
leaders.



**HIP**

HISPANICS  
**IN PHILANTHROPY**  
The power of giving and connecting

Mariposas: Mujeres Cambiando el Mundo (Mariposas), which translates to Butterflies: Women Changing the World, is a 501(c)(3) non-profit whose mission is to provide educational programs for young women from marginalized communities in central Mexico to empower them to break the cycle of poverty caused by lack of educational opportunities and limited access to educational services.

Mariposas is committed to measuring the achievements of the young women who participated in our programming and how effectively our programs have been implemented. Our measurement efforts are aimed at demonstrating our impact to participants, communities, supporters, partners and donors, as well as uncovering ways to improve our programs.

Mariposas, in conjunction with Hispanics in Philanthropy (HIP), is proud to present our first impact report, evaluating our first five years of programming.

## KEY FINDINGS



Mariposas empowers young women to achieve their dreams; over **90%** feel their opportunities have increased through their participation in Mariposas.



Mariposas develops leaders to take active roles in their community; over **70%** contribute their strengthened leadership skills to their participation in Mariposas.



Mariposas has increased the desire of **99%** of girls to give back; over **60%** have participated in a community service project within the past six months.



Mariposas' participants implement solutions to minimize their environmental impact; over **98%** changed their daily habits to decrease their environmental footprint.

# CELEBRATING 5 YEARS

Looking back on the last five years, many moments served as vivid reminders of the important challenges faced by young women and the amazing power we have as a collective force to bring about greater change.

## NOTE FROM OUR FOUNDER

For me, there are two moments that stand out where I felt our impact the most. The first was when our first college graduate, Bere, graduated in November 2017 with a degree in Business Administration. Bere participated in our inaugural Camp Mariposas in 2013, held the role of Vice-President of our first Club Mariposas, and served as a mentor for the first Environmental Service Adventures (ESA) program. She was a natural choice to receive one of our first college scholarships. Her growth not only inspires me to continue our work but has also inspired her younger twin sisters to participate in Mariposas' programs and work towards their own goals. Click this link to listen to Bere in her own words and watch her graduate: [bit.ly/BereMariposas](http://bit.ly/BereMariposas)



*Bere at her graduation*



*Mariposas gathered together at the 2018 EcoRun and EcoFair*

The second defining moment for me, especially as the founder of Mariposas, was the gathering of over 40 Mariposas this past summer (2018). When I started Mariposas I never dreamed that we would be in our fifth year with over 150 participants. Our impact really hit me at the end of the 2018 Camp when I saw all the 2018 Camp and ESA participants, new and old scholarship recipients, and Board members coming together for the EcoRun and EcoFair, a fundraising event in Puebla. More than 40 Mariposas joined forces to make this event a success. Seeing these wonderful, talented, and strong

young women educating the public about Mariposas, our work, programs, and imparting the knowledge they have learned from our programs: was overwhelming. These young women came together from various communities and have become a Mariposas family; a family that will always be there with communal support.

Over the last five years Mariposas: Mujeres Cambiando el Mundo has invested in the strength of young women in rural Mexico, specifically in the states of Puebla and Tlaxcala.

In this report, you will read about the impact we have made together by starting a small ripple of empowerment. But the first five years were only a springboard for the next – we have made incredible progress and we cannot wait to congratulate our second scholarship recipient, Esme, who will be graduating with a degree in Physical Therapy in 2019.

We invite you to explore our programs and further engage in the conversation with us on [Facebook](#), [Instagram](#), and by visiting our [Website](#).

Thank you for your ongoing support and interest in Mariposas. Our growth and success over the last five years would not have been possible without our amazing donors, supporters, participants, volunteers, and Board members. Mil gracias!

Abrazos,

*Tessa A Eckholm*





2018 Environmental Service Adventures participants

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# I. INTRODUCTION

## A. Educating and Empowering Girls Causes a Ripple Effect

Educating girls is a universally accepted strategy for improving lives and advancing the development of girls, their communities and countries as a whole. In 2011, UNICEF reported that an extra year of primary school for girls can increase their eventual adult wages by 10 to 20%, and an extra year of secondary school increases wages by 15 to 25%.<sup>1</sup> After looking at 100 countries, the World Bank found that increasing the share of women with a secondary education by 1% boosts annual per capita income growth by 0.3 percentage points.<sup>2</sup>

Not only does empowering and educating girls have a significant effect on the economic picture, it also positively impacts demographic outcomes. For example, marrying or forming a union at a later age, lowers fertility and improves children's health. In fact, if all girls completed secondary education in low and lower-middle income countries, the amount of under-five child mortality could be cut in half.<sup>3</sup>



### Taking a closer look at Mexico we find that:

- 90% of children in Mexico attend primary school; 62% attend secondary school; and 45% finish high school. After secondary school, only 25% go on to higher education<sup>5</sup>
- 3 out of 10 adolescents are pregnant
- The average salary of women 30% lower on average than that of men worldwide
- El Salvador and Mexico, along with Guatemala and Honduras, are ranked in the top 25 most violent countries for women<sup>6</sup>

## B. In This Report

In 2018, with a grant from HIP, Mariposas undertook the task of documenting the impact of our work to learn from systematically-collected evidence of what areas to target for program improvement and participant and community support. We have evaluated our programs since our inception in 2013, but through this grant we were able to expand to engage in a formal evaluation to determine how to increase the positive impact Mariposas has had on our 151 participants and the six communities we work within. Mariposas will use the data collected to:

- Refine our programs to make sure we are meeting the intended goals that support our mission; and
- Provide evidence of the difference our programs have made for individuals and communities.

<sup>1</sup>UNICEF (2011) UNICEF says education for women and girls a lifeline to development

<sup>2</sup><https://www.globalpartnership.org/blog/why-educating-girls-makes-economic-sense>

<sup>3</sup>United Nations Educational, Scientific and Cultural Organization, Education for All Global Monitoring Report 2013/14: Teaching and Learning: Achieving quality for all – Gender Summary, UNESCO, Paris, 2014, p. 20.

<sup>4</sup>Poverty is less than a dollar a day; Extreme poverty is (UNESCO)

<sup>5</sup>Factbox: Facts about Mexico's education system <https://www.reuters.com/article/us-mexico-education-factbox/factbox-facts-about-mexicos-education-system-idUSTRE73C4UY20110413>

<sup>6</sup><https://www.unisa.edu.au/Global/Hawke%20Centre/2015%20Calendar/Oxfam/OxfamMexico%20slides.pdf>

# II. MARIPOSAS' RIPPLE EFFECT

## BUILDING STRONG, EMPOWERED LEADERS

### MARIPOSAS' PARTICIPANTS

Young women from rural Mexican communities.

Ages 14-22  
(but one never stops being a Mariposa!)

Focus on girls from low-income and under resourced communities.



### MORPHING INTO A MARIPOSA

#### Empowerment

To stimulate each girl's awareness and understanding of oneself, leading to their ability to make their own decisions and take control of their life.

#### Leadership

Enhance and develop qualities of leadership, including goal setting, decision making, and an awareness of the capacities of all people.

#### Community Service

To promote self-confidence by developing each individual's self-reliance and recognition of their inner and outer beauty, worth, and dignity.

#### Environmental Responsibility

To stimulate each girl's awareness and understanding of the environment, leading to responsible action and environmental stewardship.



### OUTCOMES



To have girls demonstrating confidence in their life decisions.



Understand they have a voice and that it can have an impact; create short and long-term goals as well as a path to achievement.



Demonstrate commitment and take a role in promoting sustainable solutions to regional, national, and/or global problems.

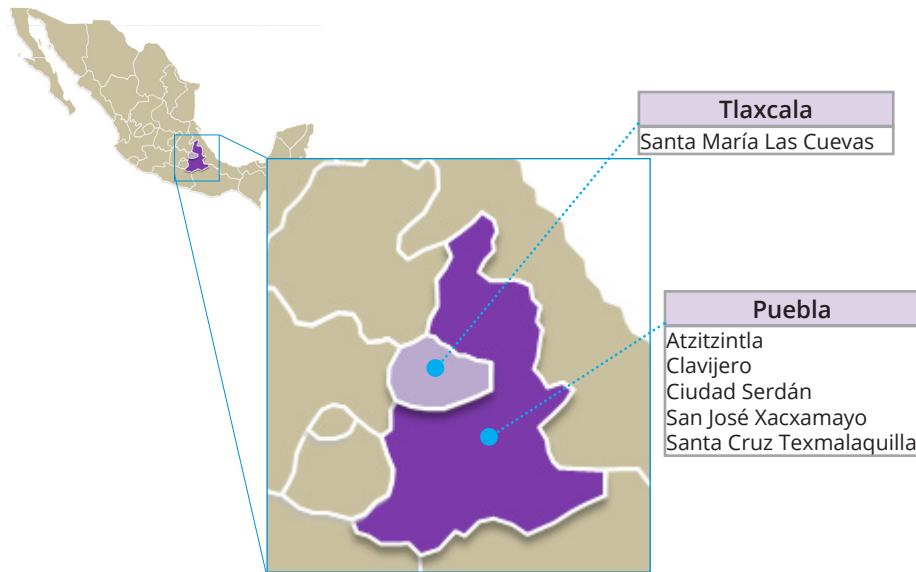


Understanding the responsibility and the connection between their actions and the environment, the impact their actions have on the environment, and incorporating sustainable behaviors into their lifestyle.

### III. MARIPOSAS' GROWTH

Mariposas is a volunteer-based organization that started in 2013 as a simple Peace Corps service project. Our founder implemented a leadership and empowerment camp for young women as the main program during her Peace Corps service in Mexico. As her service ended, the girls approached her about helping them find ways to fund their dreams of obtaining a college education; it was this conversation that sparked the idea to start a 501(c)(3) non-profit organization.

Mariposas started working with two communities and in just five years has grown to address the education disparities in six marginalized and primarily rural communities in the states of Puebla and Tlaxcala, Mexico.



Over the past five years Mariposas has developed and implemented four programs aimed at empowering young women to continue their education, develop skills to increase employment and personal development.

### These four programs and their goals are:



Camp 2013 participants practicing Taekwondo



Karen and two other participants from Camp 2016

### 1. CAMP MARIPOSAS

A week-long annual camp that focuses on improving self-confidence and developing solutions to the obstacles faced by girls every day. Camp sessions include: goal setting, healthy relationships, reproductive health, team building and leadership. Girls must think critically about their lives and the future they want. The most important thing is that they understand and realize that they are capable of reaching their full potential.

*“Fue una oportunidad que trascendió mi vida, en todos los aspectos: académico, personal y espiritual”*

*“This opportunity transformed my life in all aspects: academically, personally, and spiritually”*

*- Karen, Camp Mariposas 2016*

## 2. CLUB MARIPOSAS

Club Mariposas are community groups organized and self-lead by young women to disseminate the knowledge and information gained through our programs. Their mission is to design, plan, and implement projects that benefit and strengthen their community.



*Club Mariposas leading a community cleanup in San José Xacamayo*

## 3. ENVIRONMENTAL SERVICE ADVENTURES

A 10-day annual service trip that takes Mariposas to serve a community over 300 miles from their home. The program builds on the sessions and skills developed during the week-long leadership and empowerment Camp Mariposas. The goal of this program is to empower young women by encouraging them to find their voice and positively contribute to the community through the development of community focused projects and environmental activism.



*2016 Environmental Service Adventure participants learning about sea turtles*





Esme, 2014 scholarship recipient, at her Physical Therapy internship

## 4. SCHOLARSHIP PROGRAM

Camp participants are eligible to apply for a 4-year scholarship in the amount of \$1,600 USD annually to attend a university or vocational school. This scholarship covers the annual average costs for tuition, room, and board in Mexico.<sup>7</sup>

### MARIPOSAS' GROWTH: THE FIRST FIVE YEARS

2013

2018



25 GIRLS  
TO OVER  
**150**

2 COMMUNITIES TO 6



OVER  
**100**  
DONORS

2 PROGRAMS TO 4



CAMP



CLUB



ESA



SCHOLARSHIP



Raised over  
**\$50,000 USD**



PROVIDED  
**17 COLLEGE  
SCHOLARSHIPS**

<sup>7</sup> <https://www.topuniversities.com/where-to-study/latin-america/mexico/guide#tab=2>

# IV. SURVEY METHOD AND GOALS

AS MARIPOSAS CELEBRATES OUR FIFTH YEAR AND AS WE LOOK FORWARD TO THE NEXT FIVE YEARS, WE FELT IT WAS THE IDEAL TIME FOR AN IN-DEPTH EXPLORATION OF THE IMPACT OF OUR PROGRAMS.



THIS SURVEY WAS DESIGNED TO EXPLORE QUESTIONS SUCH AS:

DOES MARIPOSAS PARTICIPATION RESULT IN POSITIVE LIFE OUTCOMES?

HAS YOUR PARTICIPATION IN MARIPOSAS INCREASED YOUR CONFIDENCE?

DO YOU FEEL MARIPOSAS HAS HELPED YOU MAKE HEALTHY LIFESTYLE CHOICES?

DO YOU FEEL MARIPOSAS HAS HELPED YOU TO RESIST PEER PRESSURE?

DO YOU FEEL MARIPOSAS HAS INCREASED YOUR DESIRE TO GIVE BACK TO YOUR COMMUNITY?

SINCE JOINING MARIPOSAS, HAS YOUR AWARENESS OF ENVIRONMENTAL ISSUES INCREASED?

To examine these questions, the survey employed a combination of qualitative and quantitative methodologies. Out of the 151 young women who have participated in the Mariposas programs, 104 participants participated in this study.

# V. MARIPOSAS' IMPACT

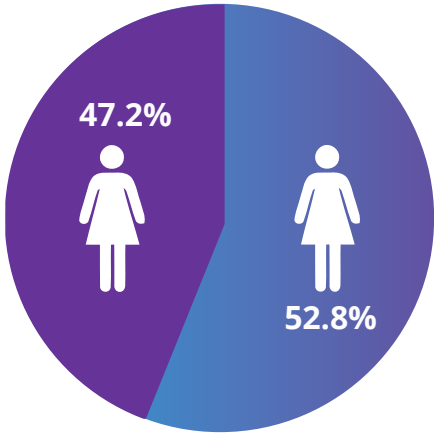
## 1. GENERAL

In order to strengthen our programs, Mariposas has undertaken the task of measuring our impact because we feel it is critical to having a real and lasting impact on our participants. We measured the impact of our programming in our four pillars: **empowerment**, **leadership**, **community service**, and **environmental service**. In this report we polled participants across the six Mariposas communities.



Mariposas leading a workshop during the 2018 EcoRun and EcoFair

**47.2% OF SURVEY RESPONDENTS ARE AGES 18-24**



**52.8% OF SURVEY RESPONDENTS ARE AGES 13-17**

## 2. EMPOWERMENT

Empowerment is defined as the process of becoming stronger and more confident, especially in determining one's life and claiming one's rights.

Over **70%** of respondents feel very confident in their ability to succeed and over **90%** stated that their opportunities have increased by participating in the Mariposas' programs.

By participating in Mariposas' programs, young girls become more confident in their ability to speak up and out. After participating in Mariposas' programs, over **60%** responded that they feel comfortable speaking in class and over **50%** feel comfortable speaking in public.



2016 Environmental Service Adventure participants

**BEING EMPOWERED  
ALSO MEANS FEELING  
CONFIDENT IN YOUR  
OWN SKIN AND WITH  
ONE'S SELF**

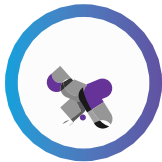


**FEEL PROUD  
TO BE A GIRL**



**WOULD NOT  
CHANGE  
ANYTHING  
ABOUT THEIR  
BODY**

### MARIPOSAS STAND UP TO PEER PRESSURE



**OVER 93% FEEL CONFIDENT  
SAYING NO TO DRUGS**



**OVER 89% FEEL CONFIDENT  
SAYING NO TO SMOKING**



**OVER 83% FEEL CONFIDENT  
SAYING NO TO ALCOHOL**



**OVER 95% FEEL CONFIDENT  
SAYING NO TO UNWANTED  
SEXUAL ADVANCES**



**ALMOST 80% FEEL THEY  
HAVE THE TOOLS TO SAY  
NO TO PEER PRESSURE**



Camp 2015 participants performing in the Talent Show

### 3. LEADERSHIP

Creating an environment where girls achieve and feel comfortable exploring different ways to be successful is a cornerstone of Mariposas' programs. We strive to create an environment where the girls know they are capable of reaching great heights through words of encouragement and aspiration. By starting leadership development young we hope to instill an attitude of never settling, always being driven, and always seeking new experiences.

**HAS MARIPOSAS CHANGED  
YOUR ATTITUDE TOWARDS  
SCHOOLS  
TO BE MORE POSITIVE**



**OVER  
90%  
SAID  
YES**

**HAS MARIPOSAS HELPED  
MOTIVATE YOU TO  
HAVE MORE GOALS**



**YES  
86.5%**  

---

**A LITTLE  
13.5%**

**RESPONDENTS FEEL  
THEY HAVE GAINED  
LEADERSHIP  
SKILLS THROUGH  
MARIPOSAS**



**OVER  
70%**

#### QUOTES FROM RESPONDENTS:

*“Una actitud positiva que me motiva para tener un mejor futuro y que en esta vida todo se puede”*

*“I have a positive attitude that motivates me to have a better future and that in this life everything can be done”*

*“Por que empecé a creer en mí, como mismo en el campamento o club somos las futuras líderes, y entonces te das cuenta que o que somos que podemos cumplir cada una de nuestras metas, por que Mariposas nos enseñó, somos fuertes!”*

*“I started to believe in myself through the camp and club; I realized we are the future leaders, and that we can fulfill each of our goals, Mariposas taught us we are strong!”*

## 4. COMMUNITY SERVICE

At the start of Mariposas, we wanted to make sure each program included the importance of volunteering and giving back to your community. As a Board we feel this was important because we all need help to reach our full potential and by giving back we can support each other so that the entire community can rise. Mariposas can be change agents in their communities through their participation in Club Mariposas, which is self-run by local Mariposas. We are encouraged that **100%** of respondents understand the responsibility and importance of giving back. Understanding this responsibility is important, but it is only the first step in the ripple effect. We have then encouraged the girls to take action, volunteer, implement community projects, and take on leadership roles within their communities.

A majority of Mariposas remain active in their communities, with **66.3%** having participated in a community service project in the last six months and **46.2%** reporting they spent one or more hours a week involved with volunteer work.

### A. GOOD CHARACTER



1. **100%** THINK IT IS IMPORTANT TO HELP OTHERS IN THEIR COMMUNITY



2. **99%** FEEL MARIPOSAS HAS INCREASED THEIR DESIRE TO GIVE BACK TO THEIR COMMUNITY



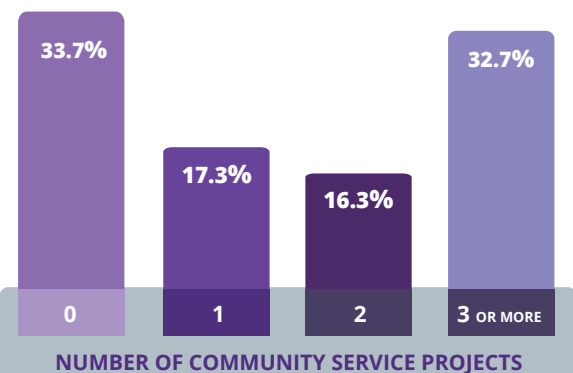
3. **OVER 90%** OF MARIPOSAS WORK TO SOLVE ISSUES IN THEIR COMMUNITY AND BEYOND

### B. CIVIC ENGAGEMENT

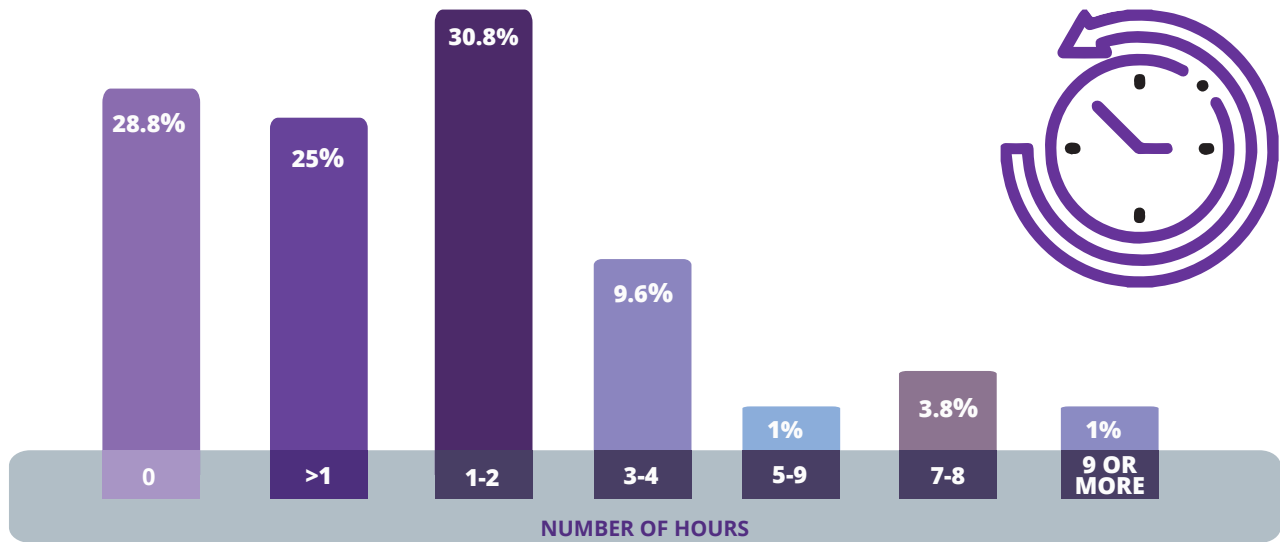


2017 Environmental Service Adventure participants picking up trash on their way to the beach

NUMBER OF COMMUNITY SERVICE PROJECTS MARIPOSAS HAVE PARTICIPATED IN THE LAST SIX MONTHS



## NUMBER OF HOURS MARIPOSAS HAVE SPENT PARTICIPATING IN COMMUNITY SERVICE PROJECTS



We extend the definition of community beyond Mariposas' town borders to help all that may be in need.

For example, in the fall of 2017 Mexico was hit by two large earthquakes, impacting both Chiapas and Oaxaca, two of Mexico's poorest states.

Mariposas sprang into action by collecting food, clothes, and other essential items shipping them off to help the victims of these devastating earthquakes.



Club Mariposas in Ciudad Serdán collecting items for earthquake victims



Club Mariposas in Atzitzintla collecting items for earthquake victims

## 5. ENVIRONMENTAL SERVICE

Mexico has a host of environmental problems, including pollution from factory discharges and waste dumping, as well as biodiversity and natural habitat losses. As part of our commitment to empowering tomorrow's leaders we feel it is our responsibility to help develop Mariposas' participants awareness and understanding of the environmental issues facing Mexico and the world. Keeping in mind that our actions have a ripple effect, our programs provide a foundation of knowledge that educates the girls on the actions they can take in their daily lives to improve our environment.



*Mariposas participating in environmental service projects*

### A. ENVIRONMENTAL RESPONSIBILITY

The majority of Mariposas have increased their awareness and understanding of environmental issues, realized the role humans play and **95.2%** have a desire to help.

**UNDERSTANDING OF  
HUMAN IMPACTS ON THE  
ENVIRONMENT**

**81.7%**  
**A LOT**

**1%**  
**A LITTLE**

**17.3%**  
**VERY  
LITTLE**

**DESIRE TO HELP  
ENVIRONMENTAL ISSUES**

**95.2%**  
**A LOT**

**4.8%**  
**A LITTLE**

**SINCE JOINING MARIPOSAS,  
UNDERSTANDING OF  
THE ENVIRONMENT HAS  
INCREASED**

**82.7%**  
**A LOT**

**16.3%**  
**VERY  
LITTLE**



## B. ENVIRONMENTAL ACTION

Almost all, **98.1%**, of Mariposas surveyed have changed their daily habits to decrease their environmental impact, while **97.1%** have increased their environmental action since participating in their first Mariposas program.

**NUMBER OF GIRLS  
THAT REPORTED  
INCREASED  
ENVIRONMENTAL ACTION  
SINCE JOINING MARIPOSAS**

**69.2%**  
**A LOT**

**27.9%**  
**VERY  
LITTLE**

**NUMBER OF GIRLS  
THAT HAVE CHANGED  
THEIR DAILY HABITS TO DECREASE  
ENVIRONMENTAL IMPACT SINCE  
JOINING MARIPOSAS**

**98.1%**  
**YES**



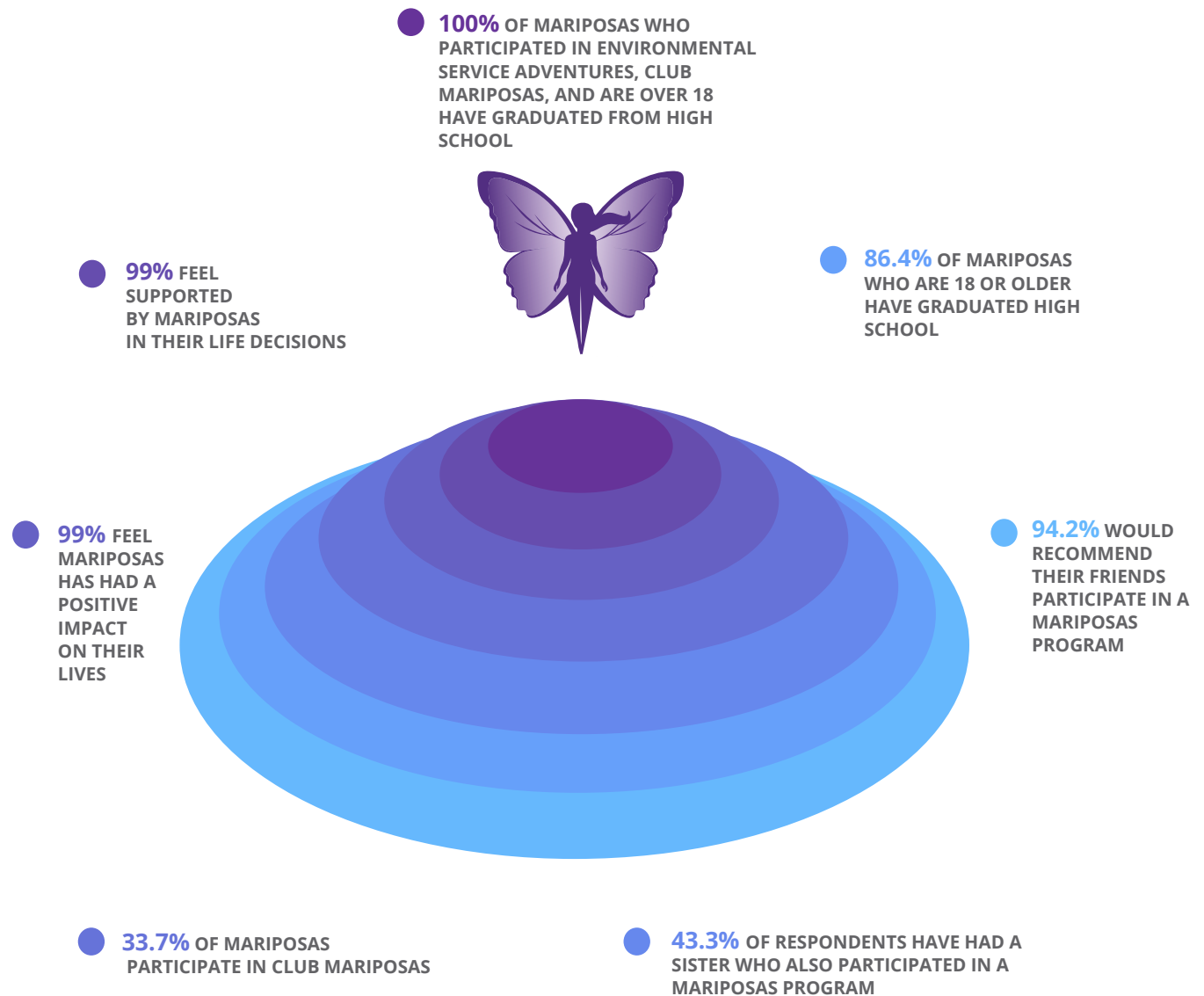
*Mariposas leading games during the 2016 Environmental Service Adventures*

## 6. MARIPOSAS' RIPPLE EFFECT

Just as ripples spread across a pond when a pebble is thrown, each Mariposas participant helps spread empowerment and leadership skills across our six communities. Additionally, one of the driving theories of our organization is that while each of our ripples may be small, together they make a large and lasting impact.

*“Just as ripples spread out when a single pebble is dropped into water, the actions of individuals can have far-reaching effects.”*

– Dalai Lama



## VI. CONCLUSION

Mariposas is proud to present our first impact survey report: Mariposas' Ripple Effect. Mariposas is also honored to have been selected by HIP to receive their support to develop and implement an impact evaluation of our work to detail the progress that Mariposas has made in achieving our goals and objectives over the past five years.

We are actively working to incorporate the knowledge gained from the 2018 survey to strengthen our programs and organization. This experience has allowed us to develop a more formalized system of data tracking and survey participation. We will continue to evaluate our work, and examine the ways in which Mariposas' girls are thriving and identify the gaps where there is still room to grow.

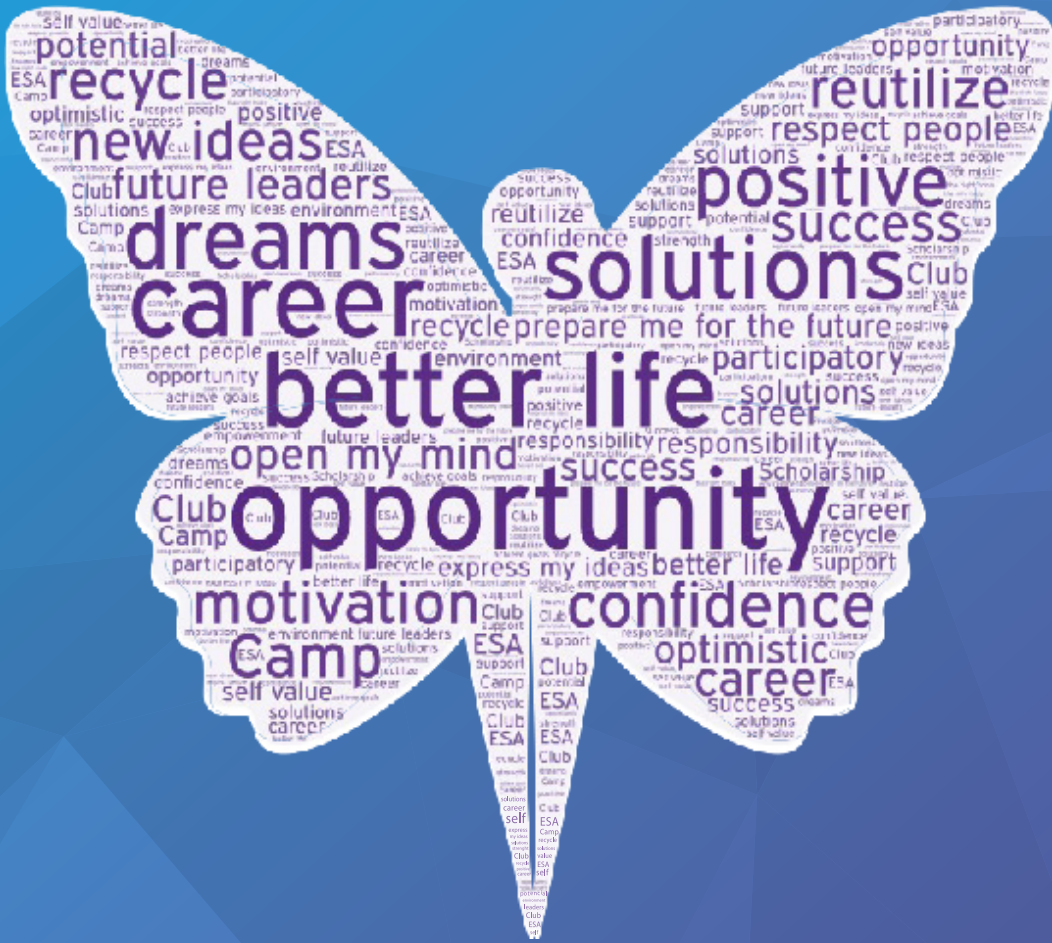
The survey brought our attention to one very important area that needs improvement: communication. The participants would like the Board to improve and increase our communication with them as well as visit the communities more frequently. The Mariposas' Board is currently conducting a S.W.O.T. (Strengths, Weaknesses, Opportunities, Threats) analysis using the survey results so we can strengthen our organization and all its programs. The Board is also working on a communication and community visit plan that will be implemented in 2019.

Mariposas will continually use this data to inform decision-making around programming and share it with participants, communities, supporters, and donors to communicate the impact that Mariposas is making, what we like to call the Ripple Effect. The data can demonstrate the measurable impact Mariposas makes in these girls' lives and clearly defines how Mariposas empowers them to be tomorrow's leaders.



*Mariposas coming together*

# MARIPOSAS RIPPLE EFFECT



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The power of giving and connecting

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[WWW.HIPONLINE.ORG](http://WWW.HIPONLINE.ORG)

If you have any questions or would like more information please email [info@mariposasmexico.org](mailto:info@mariposasmexico.org)