



THE REALITY OF WOMEN IN LATIN AMERICA:

<p>Only 47% of women in Latin America participate in the labor market and female participation in the workforce is 22% lower than male participation (OIT)</p>	<p>Women with a lower level of education constitute the group with the largest employment gaps (ILO)</p>	<p>82% of women decide to start a business due to a lack of formal employment (GEM)</p>	<p>Latin America has the highest number of women entrepreneurs worldwide, with half of small and medium enterprises founded and led by women (Global Entrepreneurship Monitor). However, 73% of women-led businesses cannot access the capital they need (World Bank)</p>	<p>Only 19% of women are enrolled in a social security system (ECLAC)</p>
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WHAT WE DO TO SUPPORT WOMEN THRIVE



Health and Well-Being Services

We are committed to increasing women's access to health and well-being services.

<p>HEALTH PACKAGES</p>	<p>HEALTH CAMPAIGNS</p>	<p>DIGITAL HEALTH INITIATIVES</p>	
<p>COMMUNITY HEALTH PROGRAMS</p>	<p>BREAST CANCER SUPPORT PROGRAMS</p>	<p>GENDER-BASED VIOLENCE INITIATIVES</p>	<p>PRIMARY CARE SERVICES</p>

Financial Inclusion

For more than 34 years, Pro Mujer has created innovative financial products and services to provide women entrepreneurs with the capital they need to grow and invest in their businesses.

<p>INDIVIDUAL LOANS</p>				<p>COMMUNITY BANKING</p>		
<p>Investment Capital</p>	<p>Home Loans</p>	<p>Consumer Loans</p>	<p>Insurance</p>	<p>Working Capital Loans</p>	<p>Savings accounts</p>	<p>Services payments</p>
<p>DIGITAL FINANCIAL PLATFORMS</p>				<p>Mobile wallet</p>	<p>Digital onboarding</p>	<p>Multi-channel digital financial services platform</p>
<p>GENDER LENS INVESTING FUND</p>		<p>In partnership with Deetken Impact, Pro Mujer launched the Ilu Women's Empowerment Fund in 2019. The Fund invests in a diversified portfolio of high-impact businesses that promote women in leadership and governance, offer products and services that meet the needs of women and girls, develop gender-sensitive value chains, and support workplace equity.</p>				

Skilling Opportunities

Pro Mujer offers opportunities for women to develop and strengthen their personal and entrepreneurial skills through in-person, blended, and online training.

<p>FINANCIAL EDUCATION</p>	<p>BUSINESS AND ENTREPRENEURSHIP TRAINING SKILLS</p>	<p>DIGITAL SKILLS</p>	<p>MENTORING AND SUPPORT NETWORKS</p>
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Gender Mainstreaming

GENDER KNOWLEDGE LAB

The Gender Knowledge Lab (GKL) works with private, public, and civil society organizations to integrate a gender, diversity, and inclusion perspective into their work, teams, policies, strategies, and products.

- TECHNICAL ASSISTANCE TO MAINSTREAM A GENDER PERSPECTIVE
- RESEARCH AND DATA SHARING TO DRIVE EQUITY

GLI FORUM LATAM

Gender Lens Investing in Latin America

Since 2020, Pro Mujer has hosted the GLI Forum LatAm, the first event in Latin America entirely focused on promoting gender lens investing as an effective mechanism to advance equality and boost the region's economic development.

+ 34 YEARS OF IMPACT:

Pro Mujer is a social enterprise that has been working to advance gender equality in Latin America for more than 34 years.

Our comprehensive and holistic support model helps women reach their full potential.

During our 34 years of operations we have:

Benefited **2.5 million** women

Provided **10+ million** health services

Disbursed **USD 4.4 billion** in microfinance loans



Our investment in digital platforms has allowed us to reach beyond our physical network and benefit women in the United States and 23 other Latin American countries.



65% of women accessed a loan for the first time in their lives



81% of women report an increase in their business income



87% of women report an improvement in quality of life



83% of women report their choice and control over their actions increased

Source: Evaluation of Pro Mujer's activities in Latin America conducted by consulting firm 60 Decibels

CURRENT DONORS



STRATEGIC PARTNERS



Be part of the change!
Contact our Partnerships Team.

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