

Building the next 35 years *together*



pro mujer



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



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Our objective is to support women to reach their full potential, improve their lives, and become agents of change in their communities.

Pro Mujer was founded in 1990 in El Alto, Bolivia, by two visionary women who believed that providing women with **access to education** would allow them to take control of their lives, get ahead, and lower overall poverty rates.

Before long, our founders recognized the barriers that women faced when trying to **access financing** from traditional banks, and following pioneers in the field, they started providing microfinance through the communal banking methodology.

Over the years, Pro Mujer continued to grow and it physically expanded to five countries.

Today, the organization offers a comprehensive holistic model to underserved women that provides them with health and well-being services, skilling opportunities and financial inclusion.



Since it was founded,
Pro Mujer has changed the lives of more than

**2.5
MILLION**

Women



Provided more than

**10
MILLION**

Health Care
Services



Disbursed more than

**USD \$4.4
BILLION**

In Loans

Our impact



EMPRENDE pro mujer

The organization rapidly adapted to the pandemic context creating Emprende Pro Mujer, an **online training platform** that has already **impact 100,000 women in 23 countries** across Latin America and the United States.



GLI FORUM LATAM

Pro Mujer is a leading advocate and **pioneer in gender lens investing (GLI) in Latin America**, and for the past five years has hosted the most important event in the region related to the topic. The latest edition of the **GLI Forum Latam** brought together over 950 people from the private, investor, academic, and entrepreneurial sectors.



GENDER KNOWLEDGE LAB

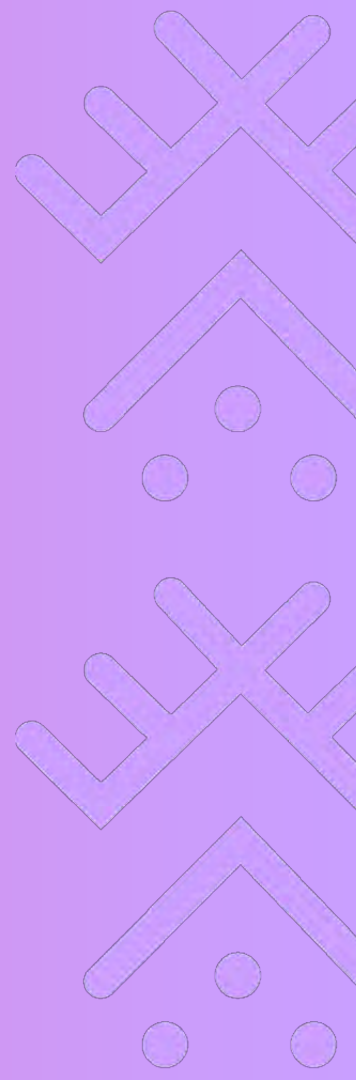
In 2022, the organization launched the Gender Knowledge Lab, a **consultancy and technical assistance department** that provides gender mainstreaming guidance and support to private companies, governments, and other institutions. Since its launch, **we have advised more than 130 organizations in over 18 countries.**



Technological and demographic shifts

Today, fintechs have emerged as a solution to women's limited access to finance: 57% of fintech companies in Latin America target underbanked or unbanked individuals and businesses, an increase from only 36% in 2021. Current reports show that although **women represent a major opportunity for fintechs**, these companies **have not yet incorporated a gender perspective** into their products.

Our beneficiary demographics shifted to majority Millennials, and Centennials, most of whom are digital users and prefer immediate, online services.



Structural barriers *continue to limit women's development*

Despite changes in demographics, poverty is still feminized in Latin America and young women continue to face many of the same structural challenges as three decades ago, namely:

Unequal access to economic opportunities

Economic inequality in Latin America disproportionately affects women, particularly those with intersecting vulnerabilities, such as ethnicity, caregiving responsibilities, and informal employment. They face **significant challenges to participate in the formal labour market and in accessing financial resources.**

Approximately **70% of women entrepreneurs in the region cannot secure the credit needed to grow their businesses.**

Need for Education and entrepreneurial support

According to the Global Entrepreneurship Monitor, around **50% of entrepreneurs in Latin America are women.** However, women-led businesses in Latin America are far more likely to fail, with the **highest closure rate in the world.**

The reasons are many, including limited access to finance and the unfair division of household labor, as well as **limited financial education, a lack of capacity-building opportunities, and little access to mentoring opportunities and support networks.**

Limited access to health services

Health is the foundation necessary for personal development. According to the Pan American Health Organization, around **47 million women in Latin America lack access to essential health services.**

This disparity is particularly pronounced among rural and low-income women. **Non-communicable and preventable diseases such as breast cancer, diabetes, and cervical cancer have particularly high rates in the region.**



How we see the Future

As thought leaders on gender issues, based on our work in the field and our deep understanding of the circumstances faced by Latin American women, we identify these 5 macro trends:



How we see the Future

In Latin America, a region marked by profound economic and social inequality, **women and minority groups are often the most marginalized** due to multiple, **overlapping layers of discrimination and violence.**

GENDER MACRO TRENDS



AI and employment

Widening gender gap in access to opportunities. **Entrepreneurship and self employment are then key.**



Women and Poverty

Informality and its impact on **access to equal opportunities**



Conflict and Migration

Current global conflicts are leading to high rates of **women migrating to Latin America**, many of whom find themselves in vulnerable conditions.



Climate Crisis

Climate crisis effects disproportionate **affecting women**



Silver Economy

Lack of access to pension and care; poverty rates in individuals +65; **care economy disproportionately affecting women.**

Our Strategy

Over the course of our long history, Pro Mujer has adapted to the challenges of a volatile region, technological shifts, and generational changes.

Today, to expand our impact and respond to the needs of women in Latin America, *Pro Mujer has defined a new strategy that will lead our work into the future.*



Our Goal



2030



Impact 5 million women

Guided by our core mission, we will increase the use of technology, innovation and partnerships to provide more solutions and opportunities.

We will continue to work side-by-side with the women we serve. But now, we're also creating a broader digital footprint.



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To keep building on the success of **Emprende Pro Mujer**, by 2027 we aim to multiply its impact and reach more than 250,000 women.

To **expand the financial inclusion** of women in the region, we will work with expert partners aligned with Pro Mujer's mission both at local and regional level.

To maximize outreach and streamline its operations, **Pro Mujer will focus on providing preventive health services through digital platforms, prevention workshops, and community health workers.**

To promote gender equality and gender lens investment, we will continue to generate knowledge and consulting services that support companies, institutions, and governments.

We will embrace the use of digital tools and AI to transform how we operate, measure results, and deliver impact.



Pro Mujer will look for *partners and funding* for USD 10 million in 2025 and USD 10 million in 2026 to implement this new strategy, focusing on:



The provision of our holistic suite of services
(education, health and financial)



The strengthening
of our local and regional operations



Scaling our advocacy efforts to **positively influence the gender equality agenda.**

Join us!

Together,
we can transform
the lives of
more than 5
million women



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