



## Monthly Donor Information Package 2021

# Guatemala YOUTH AMBASSADOR PROGRAM Groundswell



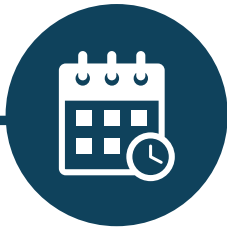
# Welcome!

**Become a monthly donor to help more students in rural Guatemala study beyond 6th grade.**

The **Guatemala Groundswell (GG)** program helps enable success in education for Mayan students in rural regions of Guatemala where only  $\frac{1}{4}$  of students have a chance to study past primary school.

## How It Works:

### **SIGN-UP AS A MONTHLY DONOR**



Whether it's for \$1 or \$100, choose an amount you're able to give each month, and select **your preferred method of payment**.

### **SEE THE IMPACT OF YOUR DONATION**



You'll have the chance to see the impact of your contribution through virtual events, monthly newsletters, and more.

### **MANAGE YOUR DONATION ONLINE**

You'll be able to use a secure online system to access your tax receipts, and make changes to your monthly contribution amount.



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# Monthly Donor FAQs

## Q1: What does it mean to be a monthly donor?

As a monthly donor you will pledge to donate a consistent amount each month, on a long-term basis. Each pledge directly enables us to increase the number of students supported through Guatemala Groundswell.

## Q2: Why are monthly donors important to the program's success?

Monthly donors provide the type of reliable and ongoing support that is needed to make long-term commitments to youth participants and local community partners. For every additional \$50 in monthly pledges we are able to run one additional learning circle, supporting approximately 8 students per year.

## Q3: How much should I contribute?

You can contribute any amount you choose as a monthly donor, whether it be \$1 or \$100 a month (or any amount in between).

### **Every dollar makes a difference.**

\$50 covers the direct monthly program expenses associated with running one additional learning circle, which supports approximately 8 students.

**TIP:** If you're not able to sponsor a learning circle individually, how about joining up with some friends, family, classmates or co-workers to sponsor a learning circle together?





# Monthly Donor FAQs

## Q4: What will my contributions be used for?

100% of your contribution goes towards program expenses that directly support youth participants.

- 90% goes towards monthly scholarship for our youth mentors. Each mentor contributes approximately 10 hours per week towards the program. They are provided with a modest honourarium of \$45 CAD/month that enables them to continue with their own studies and support their mentees, rather than needing to drop out for work.
- 10% goes towards purchasing educational materials and supplies used during learning circles (eg. notebooks, pens, nutritional snacks, etc)

Other fixed program expenses such as the purchase of tablets, rental of program office spaces, and wages for local Program Officers, are covered by grants and other fundraising initiatives of SOS. This allows your contribution to go directly to the expenses most directly associated with increasing our number of youth participants.



# Monthly Donor FAQs

## Q5: How do I become a monthly donor?

The most convenient way to sign up as a monthly donor is by signing up via [www.studentofferingsupport.org/donate](http://www.studentofferingsupport.org/donate) and contributing by automated credit card donations. SOS uses a secure and free-to-use platform called Simplyk to automatically process and manage your donation. You will be able to access your tax receipts and manage your donation via the Simplyk platform.

Once you reach to the section "confirm your donation" → Click other → In "contribution" put \$0. This means that no extra charges will be added to your donation and that 100% of what you are donating will go the youth mentor. Add card number → Click "Donate "

We also offer alternative options to contribute through pre-authorized bank withdrawal, post-dated cheques, cash, or through an employer payroll giving program. Please contact [laura.barbosa@studentofferingsupport.org](mailto:laura.barbosa@studentofferingsupport.org) to coordinate.

## Q6: How To Activate My Simplyk Account?

Once you make your donation you will receive an email from Simplyk (please check your spam if you didn't receive it in your inbox). In this email Click activate your "Simply Account". (You will be redirected to the Simplyk Platform) Create and add your new password → Click "Reset Password" → Go to the Dashboard and See My Donations.

## Q7: How Long Is My Commitment?

When signing up as a monthly donor, we ask that you plan to maintain your contributions for a minimum of 1 year. This provides the reliable base of support we need to be able to extend commitments to additional youth participants and local community partners. We hope you will choose to continue beyond the one-year period to become a long-term member of the SOS community.

# Monthly Donor FAQs

## Q8: How do I cancel or adjust my contribution?










We understand there may be circumstances outside of your control that require you to unexpectedly cancel or adjust your monthly pledge.

- If you contribute by credit card you can log-in via a self-serve Donation Management platform, called Simplyk, to cancel your donations at any time, hassle-free.
- If you choose to make your donations through an alternative method (post-dated cheques, pre-authorized debit, or a payroll giving program), you can coordinate the immediate cancellation of your monthly commitment by emailing [Laura.barbosa@studentsofferingsupport.org](mailto:Laura.barbosa@studentsofferingsupport.org)

To **cancel your donation** log-in to Simplyk using the e-mail and password you set when you first made your donation.

Go to "My Dashboard" → "View my donations". You will have the option to cancel the donation and you will see all your receipts.

Also, If you would like to **adjust the amount** of your donation, you can cancel it and create a new monthly donation.

Organization	Date	Payment method	Receipt	Actions
Canada SOS: Students Offering Support	8 Jul 1:51 PM	Card	<a href="#">See</a>	 
Canada SOS: Students Offering Support	8 Oct 2:52 PM	Card	<a href="#">See</a>	  
Canada SOS: Students Offering Support	8 Aug 2:53 PM	Card	<a href="#">See</a>	 
Canada SOS: Students Offering Support	8 Sep 2:52 PM	Card	<a href="#">See</a>	 



# Monthly Donor FAQs

## Q9: Will I receive a tax receipt for my donation?

All monthly donor contributions are 100% tax deductible. Tax receipts can be accessed at any time a self-serve Donation Management Platform used by SOS, called Simplyk. Tax receipts will also be sent by e-mail to you.

To view your receipts, log-in to Simplyk using the e-mail and password you set when you first made your donation. Go to "My Dashboard" → "View my donations" and click "see" to view the receipt associated with any specific donation.

## Q10: Who can be a monthly donor?

Anyone is welcome to become a monthly donor! Our monthly donor community is mostly made up of individuals who've directly experienced SOS' programs (such as by participating in an Outreach Trip, virtual exchange, or working with an SOS Chapter) as well as the friends and family of those volunteers.

## Q11: How will I be kept informed about GG?

Monthly donors will receive monthly newsletters and have the option to participate in quarterly virtual events to stay in the loop about the program. You also have the opportunity to communicate directly with SOS staff (by e-mail or phone) at any time to ask any questions you may be curious to learn about.

## Q12: Are there ways to get more involved?

There are various ways monthly donors can help expand their impact:

- Volunteer: Volunteering with SOS allows you to connect with an inspired community, broaden your perspective, and make an impact.
- Fundraise: Organize a group fundraiser through your classroom, your workplace, or among your friends and family and help us to continue supporting education in vulnerable communities.
- Become an Educational Partner : SOS works with Colleges, Universities, and K-12 schools Culture Connect programs

# Guatemala Groundswell FAQs



## Q1: What is the goal of Guatemala Groundswell?

Guatemala Groundswell (GG) was created in Spring 2020 to empower more Mayan students in rural communities of Guatemala to study beyond 6th grade. In the regions we work, only about  $\frac{1}{4}$  of students continue their studies beyond primary school.

## Q2: How are GG's goals achieved?

The centerpiece of the program is selecting and training Youth Ambassadors (aged 14-20) to facilitate weekly tutoring and mentorship sessions for grade 4-6 students.

These 'learning circle' sessions offer personalized support to help students' reinforce what they learn in school, as well as develop other life skills such as digital literacy, financial literacy, and nutritional knowledge. It also provides younger students with local 'role models' to help inspire and guide them.

Youth Ambassadors are equipped with tablets that utilize innovative technologies to make e-learning resources available even without internet access. This helps to address significant gaps in the availability of educational materials in local schools.

# Guatemala Groundswell FAQs

## Q3: What results have been achieved by GG?

Parents, teachers, mentors, and mentees demonstrated significant improvements when addressing, discussing, and solving topics related to gender equality.

Guatemala Groundswell was developed through a 15-month pilot program during which time rigorous evaluation was conducted to test the effectiveness of our approach. During this testing phase, 417 students were engaged and we witnessed tremendous results, including:



**97%**

of both mentors and mentees rated learning circles as being helpful to their academic performance



**96%**

of mentors continued beyond graduation from lower secondary school, outperforming national and regional averages



**93.5%**

of parents increased their commitment to support their children to further their education





# Guatemala Groundswell FAQs

## Q4: Why are rates of education lower in our partnered communities?

Guatemala has a high rate of poverty and faces a complex array of development challenges, especially in rural Mayan communities.

This can largely be attributed to a 36 year long Civil War (1960- 1996), which included violent persecution and cultural genocide against Mayan Indigenous communities. 83% of the 200,000 casualties of the civil war were Indigenous.

This not only resulted in severe challenges to the sustainable development of Mayan communities during the war, but also led to intergenerational traumas.

Mayan women especially face challenges, with Guatemala ranking 113/159 countries on the global Gender Inequality Index.

## Q5: Where specifically is the program being implemented, and why there?

Beneficiary communities are located in the departments of Quiche & Alta Verapaz, two regions of Guatemala with among the highest levels of poverty, lowest levels of educational performance, and strongest presence of Mayan culture. In the department of Quiche, the communities are: San Felipe Chenla (SFC) and Ojo de Agua (OdA). In the department of Alta Verapaz, the community was: Las Arrugas (LA).



# Guatemala Groundswell FAQs

## Q6: Who is involved in local communities?

Currently we have two Program Officers responsible for the selection, training, and coaching of peer mentors and mentees; asll we as the coordination of Learning Circles and Community Events.

Noe Caal is the Program Officer in Alta Verapaz; he is a community leader and a Guatemalan Mayan-Poqomchi, who graduated as a Natural Resources Technician from Fox Valley Technical College in the state of Wisconsin.

Isabel Zacarias is the Program Officer in Quiche; she is a community leader and advocate who believes that women should exercise their leadership to make decisions in the social, economic, and political sectors. For her, education is the weapon to face a life that is full of obstacles.



Glenda, Youth Leader in Las Arrugas, Guatemala



Ingrid, Youth Leader in Las Arrugas



# Guatemala Groundswell FAQs

## Q7: What is a “Learning Circle”

A learning circle is an interactive tutoring and mentorship session. Adolescent-aged youth mentors support younger students in Grades 4-6, academically and socially, in order to achieve educational attainment and gender equality. Each mentor has an average of 7.5 mentees and meet for 8.5 hours per week.

Here is an example of Doris Jul (mentor in Las Arrugas) agenda for her learning circle:

- 15 Minutes for a Game/Ice Breaker: Riddles
- 15 minutes to explain a topic (language, math, science, etc.)
- 15 minutes to do exercises on the topic (in the notebook)
- 15 minutes to watch videos
- 15 to talk about soft skills, reflections, etc.
- 15 to read books or stories in Rumie.





# Guatemala Groundswell FAQs

## Q8: Who are the youth ambassadors and how are they selected?

The ambassadors are indigenous youth (age 14 to 21) from Guatemala who lack economic resources and opportunities to continue with their studies.

The ambassadors are selected by our program officers with the support of a local selection committee. There are 5 main criteria:

1. **Financial Need:** students who have families of more than 5 members and have an income of less than or equal to 190 CAD/monthly per household.
2. **Ethnic Representation and Age:** our program focus on assisting indigenous communities by supporting young people from 14 to 21 years old.
3. **Gender:** indigenous girls and women have high priority at the time of selection. 60% of the beneficiaries are girls and 40% are boys.
4. **Leadership and Motivation:** students who have demonstrated leadership in their community, family and school.
5. **Academic Performance:** students who have shown great interest and passion to continue with their studies and therefore have excelled academically





# Guatemala Groundswell FAQs

## Q9: Who are the mentees & how are they selected?

Mentees are fourth, fifth, and sixth grade students. Each program officer reaches out to the respective primary school director in his/her community. Followed by a meeting coordinated with primary school teachers to determine which students / grades need the most assistance. Once they reach to a final decision, the PO's, Selection Committee,

Directors and teachers host a meeting with parent to discuss their participation and much needed commitment in the program.



# Guatemala Groundswell FAQs

## Q10: How is technology used within the program?

Each mentor is being loaned a tablet pre-loaded with various software, one of the most important is RUMIE, through which all learning materials (mathematics, biology, social sciences, history, geography and more) are easily available in areas with restricted internet connection.

Also, in Las Arrugas, San Felipe and Ojo de Agua middle and primary schools received a device called RACHEL (RACHEL's content is free, it contains copies of educational libraries from web pages in an off-grid format; tablets, laptops, desktop computers, and cell phones can be connected when they are up to 40 meters away). These were installed last year and are now being used by mentors, mentees, teachers, parents and community members.

With the support of SOS volunteers, mentors are being taught how create videos, podcasts, animation and photo essays by using apps like Power Director, Wave Editor, and Adobe Photoshop.





# Guatemala Groundswell FAQs

## Q11: Where can I learn more about GG?

You can learn more about the program and its impacts so far through **SOS' website, social media, and blogs.**

Please refer to the following links to learn more. You can also always feel free to contact our Program Coordinator, Laura Barbosa at [laura.barbosa@studentsofferingsupport.org](mailto:laura.barbosa@studentsofferingsupport.org)

## Additional Information

### Contact Information

#### James Arron, Executive Director

[james@studentsofferingsupport.org](mailto:james@studentsofferingsupport.org)

#### Laura Barbosa, Global Program Coordinator

[laura.barbosa@studentsofferingsupport.org](mailto:laura.barbosa@studentsofferingsupport.org)

### Social Media

**Instagram:** @studentsofferingsupport

**Facebook:** @studentsofferingsupport

**YouTube:** @Students Offering Support

**Visit Our Website To Find Out More:**

**<http://studentsofferingsupport.org>**



# Testimonials

"I studied here at the primary school in Ojo de Agua. Sadly, not all my friends continued studying. We finished sixth grade together, then only four friends met in the first grade of Básico (lower secondary). Being in the mentoring program motivated me to enroll and continue studying this year"

**- Manuela Chamay, Mentor (OdA)**

"I see greater security in them, especially in my daughter, they learn more with technology and practice being teachers at this age, that's very good"

**- Andres Hermoguenes Sajic Pacheco (Parent, San Felipe Chenla)**

"I notice the ladies who were in the mentoring program are more responsible, I notice they are more self-confident when asked in class. You notice the difference between them and the other students who did not have the opportunity to being the program"

**- Ana López, Teacher (OdA)**

"I am proud to be part of the project and help elementary school children learn from the contents of the tablet. With the help of this project, I learned more and I want to achieve my dreams, one of them is to graduate from the university"

**- Salomon Castro, Mentor (OdA)**



# Thank You!



Guatemala  
YOUTH AMBASSADOR PROGRAM  
Groundswell