

## About Pro Mujer

- **Pro Mujer** was founded in 1990 in El Alto, Bolivia, by two visionary leaders, Lynne Patterson and Carmen Velasco, who believed that given the right opportunities, women can become powerful agents of change.
- From a pioneering experiment in micro-lending, **Pro Mujer** has become one of Latin America's leading organizations committed to the empowerment of women. Our integrated approach offers access to finance, health and educational services. These are delivered in supportive social spaces to foster community-building and equip our beneficiaries with the knowledge and tools to help them reach their full potential.
- Pro Mujer operates in Argentina, Bolivia, Guatemala, Mexico, Nicaragua and Peru, and is headquartered in New York City

## Internship's Roles & Responsibilities

- Carry out a preliminary analysis of the social information provided by PMB through the information collected referring to the PPI (Poverty Probability Index) and based on it, propose and discuss the behavior of the variables with the PMB Social Planning and Innovation teams. that will be evaluated in greater detail to determine the impact of PMB on its clients as well as identify their main needs and if they are met by the services offered by the IFD.
- Participate in meetings with PMB staff in order to feedback concepts related to the database (PPI questions).
- Through the application of statistical methods, correlate the PPI variables efficiently.
- Provide a complete analysis and conclusions of the results obtained.



## Who we serve

### RESILIENT, CREATIVE ENTREPRENEURS

Get to know the women of Pro Mujer.

### Every woman has a unique story and background.

Going beyond small loans, we support our entrepreneurial clients on their own transformative journey by creating opportunities, providing education, training and leadership skills to help them grow their businesses.

## Campaigns

**Gender Lens Investing** According to the definition of the Gender Lens Investing in Latin America Forum, GLI is "The use of capital to simultaneously generate financial returns and advance gender equality, by integrating a gender analysis into the financial analysis. The main gender lenses are: Access to Capital, Equality in the workplace and Services that positively affect women and girls."

### WHY GLI FORUM LATAM?

Investment with a gender focus or smart investment with a gender lens is attracting both impact investors and traditional investors.

Over 30 years, Pro Mujer has seen that investing in women generates strong returns, both financial and social. That is why, as part of its commitment to promote gender equality, it seeks to join forces with different actors in the impact sector leading the first edition of the GLI Forum LATAM.

The GLI Forum LATAM was held within the framework of the Latin American Impact Investment Forum (FLII) last February 2020 in Mérida Yucatán.

### GOAL

Our goal was to bring together investors, key actors of the impact ecosystem and entrepreneurs in a space of trust to generate an honest and open dialogue that invites the exchange of experiences, good practices and the co-creation of innovative solutions to boost investment with a gender focus in Latin America.

EACH PRO MUJER  
JOURNEY IS UNIQUE  
AND INSPIRING

MARIA ALEJANDRA RODRIGUEZ

Nicaragua



When Maria Alejandra came to Pro Mujer, she was struggling to make ends meet and unaware that a serious illness was threatening her health. Today, thanks to Pro Mujer, she is the owner of a hardware store chain and a proud cancer survivor.

SANDRA SANCHEZ  
Argentina



"Before, I used to get up in the morning and that would be it," admits Sandra. Today, her occupation gives her a powerful reason to start the day. "I know I can help my children with what I do...I realize that I am doing something for me that's made by me with my very own hands."

MARIA FERNANDA DEL MONTE  
Mexico



Fer and her family live in the Mexico City borough of Xochimilco, best known for its network of canals and artificial islands. Their home, a very short raft ride away from the mainland, is a series of makeshift rooms housing a family of 15 — parents, grandparents, cousins, aunts and uncles, nieces and nephews.

In addition to owning a shop, Fer also dreams of building a cement home that she can call her own. "Right now, I don't have the resources," she says. "I hope that it won't be more than two years before I can make the first payment toward buying a piece of land."