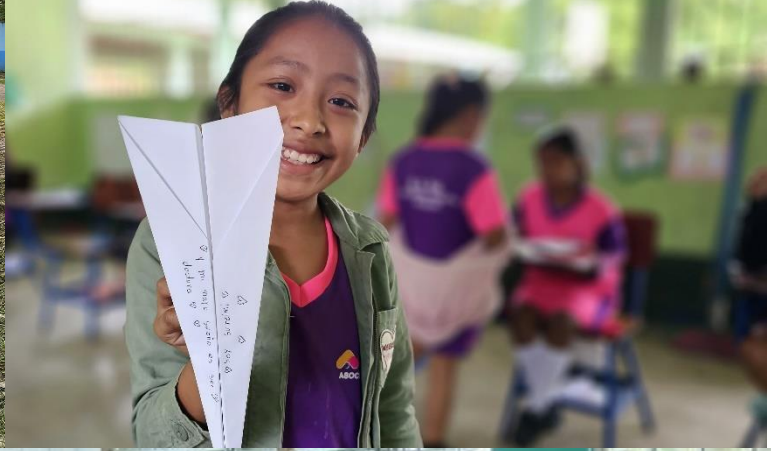




ASOCIACIÓN AMA



Work report

2024





### **Our mission**

Strengthening the leadership of girls, adolescents and young women in Petén, Guatemala, through educational processes and advocacy to prevent early pregnancies and gender violence.

### **Our vision**

Girls, adolescents and young women from Petén, Guatemala know, demand and promote their rights and those of others, thanks to their leadership, self-esteem and security.

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## OUR PROGRAMS

### EMPOWERMENT AND LEADERSHIP

#### ▪ "Play for your Education" Program

In 2024, the AMA Association has continued with the development of its key program "Play for your Education", with the aim of empowering indigenous and mestizo girls and adolescents through education and sport. This program has been funded by different partners committed to our mission, allowing us to expand our reach and benefit more communities in Petén.

During the first half of 2024, we successfully completed the second phase of the "Play for your Education" program financed by Global Fund For Children. In this phase, we completed the 8 pending interactive training sessions of the 24 scheduled, positively impacting 66 girls and adolescents in the primary schools of the La Compuerta and Santo Domingo hamlets, in Poptún, Petén.



In July, we began a new phase of the "Play for your Education" program, this time with the support of the Girls Opportunity Alliance Initiative. 16 of the 24 planned sessions have been developed, benefiting 71 girls and adolescents from the Official Urban Mixed School of the El Reformador Neighborhood in Poptún and the Official Rural Mixed Maya Mopan/Castellano School of the Tikajal Neighborhood in San Luis. This funding has allowed more girls to access educational and sports opportunities, strengthening their comprehensive development.

At the same time, we also started another phase of the "Play for your Education" program in collaboration with the Summit Foundation.

In this phase, we have carried out 16 of the 24 scheduled sessions, involving 62 girls and adolescents from the Official Urban Mixed School of the Pioneros de la Paz Colony in Poptún and the Official Rural Mixed School of Barrio La Florida in San Luis. This funding has been crucial to expand our program to new communities, ensuring that more girls have access to quality education and sports activities.

The main objectives of the "Play for your Education" program are to prevent school dropouts and early pregnancies among girls and adolescents. By strengthening their life skills through play and sports, the program not only helps participants continue in school, but also empowers them to prevent sexual and gender violence. Throughout the sessions, various topics are addressed that promote their comprehensive development and prepare them to face the challenges of their environment.



The program has proven to be highly effective in motivating girls to stay in school. The results show that 98% of the participants continue with their studies and successfully complete the program. These data are obtained from the initial and final statistics of the educational cycles, as well as from the internal systematization process of AMA. This high percentage of school retention is a clear indicator of the positive impact that "Play for your Education" has on the academic life of girls and adolescents.

In addition to preventing school dropouts, the program empowers girls to prevent early pregnancies. Through educational and awareness-raising sessions, participants acquire knowledge and skills that enable them to make informed decisions about their health and well-being. Statistics show that at the start of the program, girls showed 65.45% knowledge of life skills and girls' rights, according to pre-test results. At the end of the program, post-tests show a significant increase in this knowledge, reaching 91%.

The programme addresses crucial issues such as gender equality, violence prevention and girls' rights, contributing to their personal and social empowerment. This growth in knowledge is reflected in the evaluations carried out, demonstrating the educational and formative impact of the programme.

The focus on sport has also shown positive results in the physical development of the participants. In the physical assessments, the girls scored an average of 5.71 in the pre-test and 7.06 in the post-test, indicating a notable growth in their sporting abilities throughout the process.

The success of the "Play for your Education" program has been possible thanks to the collaboration with the Ministry of Education. This alliance has facilitated the implementation of the sessions in various schools and has ensured that girls have access to a comprehensive education that includes both academic and physical and emotional development.





## ■ Women's Football Championship "Score a goal against violence" - Fifth Edition

AMA, in partnership with Women Win, held the fifth edition of the women's soccer championship "Score a goal against violence." This event, aligned with our mission to prevent violence, brought together 12 teams made up of 120 adolescent girls and young indigenous and mestiza women from Southern Petén, creating a safe and empowering space through sport.

During this edition of the championship, interactive training circles were implemented again with the team members. These sessions were key to providing education and raising awareness about the prevention of gender violence and other issues related to Women's Rights. Through these activities, the participants acquired fundamental knowledge and skills for their personal and social development.

The main objective of the "Score a goal against violence" championship is to use sport as a tool to prevent violence and promote gender equality. Football allows participants to develop values such as teamwork, resilience and self-confidence, contributing to their empowerment and overall well-being.

The interactive training circles were effective in transmitting knowledge on preventing gender-based violence. Participants demonstrated a deeper understanding of their rights and strategies to protect themselves and support other women.

The championship promoted gender equality by highlighting women's talent and ability in sport. This not only challenged gender stereotypes but also inspired other women and girls to continue participating in sporting activities.

During the closing ceremony of the championship, awards were given to the most outstanding teams and players, including prizes for fair play, top scorer and least beaten goalkeeper. These prizes encouraged the participation and positive performance of the participants.

The championship has been an initiative that has brought together different generations of women since 2018. This with the aim of promoting, through games and sports, sisterhood, leadership, teamwork and the prevention of violence against girls and women in southern Petén, Guatemala.



## ■ “Safe Futures” Program for Young Mothers and Pregnant Teenagers in Petén

An exhaustive needs analysis and co-design process was undertaken for the development of the "Futuros Seguros" program in partnership with Women Win, scheduled to be implemented in 2025. This program is aimed at pregnant adolescents and young mothers in the municipalities of San Luis, Poptún and Dolores, Petén. It is composed of five key components: Strengthening life skills, sport, psychosocial support, strengthening support networks and economic empowerment.

The needs analysis was carried out through focus groups with young mothers and pregnant teenagers in the municipalities of San Luis, Poptún and Dolores. These sessions provided a clear and detailed view of the experiences and challenges faced by this population in their daily lives.



Additionally, interviews were conducted with key stakeholders such as: doctors, psychologists, community leaders, religious leaders, teachers and professionals who make up the Regional Network for Referral of Attention to Victims of Crime in Petén. This broad consultation ensured that diverse perspectives and specialized knowledge were collected to enrich the design of the program.

Following the needs analysis, with the support of Women Win, a co-design workshop was held with the participation of young mothers and pregnant adolescents from the municipalities defined for the implementation of the

programme. The objective of this workshop was to receive direct feedback from the target group on the training curricula, the sports sessions, the psychosocial support component, as well as the economic empowerment part. The inclusion of the beneficiaries' voices in the design of the programme was fundamental to ensure that the interventions adequately respond to their needs and aspirations.

The "Secure Futures" program is vitally important to address the specific needs of pregnant adolescents and young mothers in Petén.

At the end of this phase, the process of identifying, referring and registering participants also began in partnership with the Directorate of Integrated Health Services Networks in the South East Area of Petén, organizations and institutions that have coverage in the South East area of Petén, as well as community leaders (Presidents of Community Development Councils, midwives, among others). This collaboration was crucial to guarantee broad and diverse participation, and to ensure that the program reaches pregnant adolescents and young mothers who most need this support.

Preparation for the direct implementation of the programme during the years 2025-2026 has been meticulous, ensuring that all diagnostic and planning activities are carried out in a participatory manner and with a focus on beneficiaries. This participatory approach not only ensures the relevance and effectiveness of the programme, but also empowers adolescent girls and young mothers by actively involving them in the design process.





## ▪ Radio Program "The ABC of Sexuality"

During 2024, 3 seasons of the Spanish-Q'eqchi' bilingual radio program "The ABC of Sexuality" were carried out, each season made up of 15 bilingual radio programs in Spanish and Q'eqchi', broadcast on the community radio Shekina, 102.9 FM, and also through Facebook Live on the AMA FanPage.

One season was broadcast as part of the "Anótale un gol a la violencia" project in partnership with Women Win, which allowed the show to reach a broad and diverse audience.

Another season was carried out as part of the strategies to socialize and strengthen the "Safe Futures" program in collaboration with Women Win, ensuring the dissemination of key information on sexual and reproductive health and rights.

The latest season was broadcast in partnership with the Girls Opportunity Alliance initiative, as part of the strengthening of the "Play for your Education" program.

Addressing these issues raised awareness among more than 3,600 indigenous and mestizo girls, adolescents and women who tuned in to the radio and social media. This contributed to strengthening their life skills and allowed them to better face the challenges and difficulties of daily life.

These programs included the valuable participation of local girls, adolescents and young women leaders, as well as representatives of institutions and organizations that make up the Petén Regional Network for Victim Assistance. Collaboration with these entities was crucial to enrich the content and ensure broad and effective dissemination.

The radio program "The ABC of Sexuality" has proven to be a powerful tool for education and raising awareness on issues of sexual and reproductive health and rights. Thanks to its bilingual and accessible format, it has managed to reach a wide and diverse audience, empowering girls and women in Petén and providing them with the necessary tools to make informed decisions about their lives.



## Interactive Training Circles

Within the framework of the third phase of the project "Strengthening lasting gains for access to comprehensive and differentiated health for adolescent girls and women", 7 interactive training circles were developed with 208 indigenous and mestizo adolescent girls and young women students in 7 basic and diversified education institutes in the municipalities of Poptún, San Luis and Dolores, Petén.

Considering that from January to October 2024 the Guatemala Sexual and Reproductive Health Observatory -OSAR- reported that a total of 640 adolescent girls between 10 and 19 years of age became mothers in the South East area of the department of Petén and the Secretariat against Sexual Violence, Exploitation and Trafficking in Persons reported a total of 7,541 women aggrieved by sexual violence crimes nationwide, these activities focused on crucial issues such as self-esteem, life project, women's empowerment, values, responsible sexuality, mental health and violence prevention.

In this way, participants were empowered in their right to decide about their bodies, with the aim of promoting the achievement of their life plans, the prevention of early pregnancies, and gender and sexual violence. These initiatives were carried out in partnership with the Petén Sur Oriente Health Area and the Global Fund for Women.



## ■ Technical Roundtable “Preventing with education”

As part of our commitment to preventing pregnancies in adolescent girls and promoting comprehensive sexuality education, the AMA Association has actively participated in the "Prevent with Education" Technical Roundtable in the department of Petén.

The meetings of the Biministerial Roundtable "Prevenir con Educación" (Prevent with Education), in collaboration with the Ministry of Education and the Ministry of Public Health and Social Assistance, were held with the aim of updating the activities contained in the Biministerial Plan 2024, in accordance with the mandate established in the Interinstitutional Cooperation Agreement under the Letter of Agreement "Prevenir con Educación" 2021-2025. During these meetings, strategies were discussed to articulate efforts and maximize the impact of our actions in the prevention of pregnancies in adolescent girls in the department of Petén.

The meetings of the Technical Committee "Prevent with Education" of the Petén department have included the participation of the Departmental Directorate of Education of Petén, the three Directorates of Health Services in Petén (Petén Sur Occidente, Petén Norte and Petén Sur Oriente) and the AMA Association. Each Directorate of Health Services shared the actions carried out in the first two four-month periods within the framework of the Biministerial Plan 2024.

The AMA Association presented the progress in the execution of the 2024 projects and socialized the programs planned for intervention in 2025, highlighting the progress of the "Play for your Education" program.



According to the 2024 statistics presented by the Observatory on Reproductive Health (OSAR), from January to October, 48,207 pregnancies and births were recorded in adolescent girls in Guatemala, of which 1,650 corresponded to minors between 10 and 14 years of age. In the department of Petén, 2,215 pregnancies and births were reported in adolescent girls. These figures underscore the importance of our activities and the need to continue with coordinated and effective efforts.

A notable achievement is the agreement reached among all members of the table to involve other actors who are implementing Comprehensive Sexuality Education in the department of Petén. This allowed us to align efforts within the Table to prevent duplication of actions in specific geographic areas and maximize the impact of our interventions.

This was done in partnership with the Global Fund for Women and the Girls Opportunity Alliance initiative.



## Participation in the National Roundtable for Comprehensive Sexuality Education (MENEIS)

During 2024, the AMA Association has actively participated in three meetings of the National Roundtable for Comprehensive Sexuality Education (MENEIS) with the support of the Summit Foundation. Since 2022, the AMA Association has joined this roundtable with the purpose of joining forces and making an impact at the national level to reduce the rates of early pregnancies.

During the first meeting of the year, entitled "100 days later, is CSE also flourishing?", an analysis was made of the progress and challenges facing comprehensive sexuality education under the new government. The willingness of the new education authorities to continue advancing with CSE in Guatemala was discussed, identifying opportunities and possible obstacles.

At the second meeting, under the motto "It flourishes because we cultivate," crucial issues were addressed such as the advances and setbacks of CSE in the region, providing a clear overview of the current situation. It was highlighted that Guatemala, by calling itself the Ibero-American Pro-Life Capital, shows a clear setback in the fight for comprehensive sexuality education, which can lead to human rights violations, not only of women but also of the LGTBIQ+ community. The meeting was attended by Congressman Manuel Barrera, who presented bill 6430, Law to Prevent Child Sexual Crimes, and expressed the need to strengthen child protection policies.

The third meeting, entitled "As a family we demand EIS", had as its main objective to redefine the concepts of family and sexuality, addressing the importance of EIS in the development of people. It was discussed how

access to EIS from an early age can help understand bodily changes and contribute to growth without taboos and with better tools on sexuality and sexual diversity. In addition, it was emphasized that there is no single family model, but all families in their diversity have the right to be respected.

The participation of the AMA Association in the MENEIS is vital to our mission of contributing to the reduction of early pregnancies and promoting comprehensive sexuality education (CSE). The MENEIS meetings have allowed us to collaborate with various organizations and entities, share experiences and strategies, and strengthen our actions in the field of sexual education. Through these coordinated efforts, we seek to maximize the impact of our interventions and contribute to a positive change in the lives of girls, adolescents and young women in Guatemala.



## Participation in the process of creating Municipal Public Policies for Youth and Women in Poptún, Petén.

AMA has continued its commitment to promoting gender equality and youth empowerment by actively participating in the process of creating Municipal Public Policies for Youth and Women in Poptún, Petén. This effort is fundamental to AMA's mission of promoting comprehensive development and equity in the communities of Southern Petén, especially for girls, adolescents, young women and women of Poptún, Petén.

A key event in this process was the Municipal Congress of Youth and Women of Poptún, where the AMA Association had a prominent participation. During this congress, it was involved in roundtables on "Comprehensive education, science and technology" and "Eradication of violence against women, participation and addressing conflict and peacebuilding." These roundtables were crucial to identify the needs and priorities of women and youth, creating opportunities for their active participation in decision-making that impacts their lives and communities.

The AMA Association was also part of the "Conversation of women leaders and public officials," a space for dialogue and reflection that addressed crucial questions for the advancement and strengthening of women's organization and participation. This conversation fostered dialogue and collaboration between different social and governmental actors, laying the foundations for a structural change that benefits the entire community.



The process of creating Municipal Public Policies is vital to institutionalize gender equality and empower women and youth in their communities. Through these actions, a more equitable future is promoted and the participation of youth and women in decision-making is strengthened.



## AMA on the Third Sector Roundtable Discussion Tour in Petén

Committed to promoting equality and social justice, the AMA Association actively participated in the Discussion Tour in the department of Petén, organized by the "Third Sector Roundtable."

As a member of El Directorio Guatemala, AMA joined this initiative. The purpose of the Conversational Tour was to bring together various actors from the civil sector, including grassroots organizations, academic institutions and community leaders, to discuss and build a common agenda that promotes social inclusion and democratic participation. By co-creating a coordinated structure, the aim is to strengthen the capacity of the civil sector to influence, ensuring that their voices are heard and considered in the formulation of public policies.

AMA's participation in this space is fundamental due to its commitment to leadership, democratic participation and access to comprehensive sexuality education. These areas of work have a positive impact on girls, adolescents and women in Petén, contributing to the comprehensive development of these communities. AMA's presence in the Conversational Tour reinforces its role as a key player in the promotion of inclusive policies and institutional strengthening for the benefit of people in vulnerable situations.



## HUMANITARIAN ASSISTANCE

### Delivery of Personal Hygiene Kits to Strengthen Menstrual Health

AMA Association, in alliance with the Summit Foundation and the Girls Opportunity Alliance initiative, delivered 133 hygiene kits to girls and adolescents participating in the “Play for your Education” program in the municipalities of San Luis and Poptún, Petén. This activity, framed within our humanitarian assistance strategy, not only focused on providing essential materials, but also sought to strengthen access to menstrual health and hygiene for participating girls and adolescents.

The distribution of these menstrual hygiene kits is a crucial action to ensure that girls and adolescents can manage their menstrual health in a dignified and safe manner. Each kit contains basic items such as sanitary pads, body soap, hand soap, toilet paper, and toothpaste and toothbrushes. These resources allow girls and adolescents to face their menstrual periods with greater confidence and fewer interruptions in their daily lives.

Girls who feel confident and supported in their menstrual health are more likely to actively participate in their studies and school activities.



## Extension of Certification by DIGEACE

In 2024, the AMA Association has made significant progress in strengthening its educational programs by obtaining certification for the "Play for your Education" program from the General Directorate of Accreditation and Certification (DIGEACE) of the Ministry of Education of Guatemala. This certification not only validates the quality of the program, but also ensures that it meets the national education and training standards established by the Ministry of Education.



DIGEACE certification is a recognition that strengthens the credibility and reputation of the AMA Association as an organization committed to the comprehensive development of girls and adolescents in Petén. Since 2018, DIGEACE has recognized the efforts and quality of AMA's programs, and this recent certification of the "Play for your Education" program is an extension of that ongoing recognition.

This certification reinforces the AMA Association's commitment to educational excellence. By meeting national standards, the program ensures that participating girls and adolescents receive high-quality training that is



aligned with best educational practices. This is crucial to empowering participants, providing them with the tools and knowledge necessary to achieve their goals and improve their life prospects.

The "Play for your Education" program has been a priority for the AMA Association, and its certification by DIGEACE highlights the positive impact it has had on the communities of Petén. The certification strengthens the trust of partners, beneficiaries and the community in general in the programs implemented. In addition, this official validation opens new opportunities to expand the program to more schools and reach more girls and adolescents, ensuring that more and more young people can benefit from a comprehensive and quality education.



## Participation in the Central American Training Program in Telecommunications and Broadcasting in Indigenous and Rural Communities

AMA participated in the Central American Training Program in Telecommunications and Broadcasting in Indigenous and Rural Communities, organized by the Mesoamerican School of Leadership in alliance with the Central American Network of Indigenous Community Radio, Networks for Diversity and Sustainability AC, Rhizomatica and the Sulá Batsù Cooperative.

This space was crucial to strengthen our programs aimed at girls, women and youth in Petén, Guatemala. By acquiring technical knowledge in broadcasting and telecommunications, we will be able to amplify our voices and empower our communities, promoting and strengthening communication projects, such as our bilingual Spanish-Q'eqchi' radio program "The ABC of Sexuality."

This training program significantly strengthens the capacity of the AMA Association to carry out its mission and vision for the benefit of girls, adolescents and women in Petén. The knowledge and skills acquired through these modules allow AMA to improve its communication infrastructure and develop more effective outreach and awareness-raising strategies.

The participation of the AMA Association in the Central American Training Program in Telecommunications and Broadcasting in Indigenous and Rural Communities represents an important step forward in strengthening its internal capacities.

This training program not only enriches the knowledge and skills of the AMA team, but also strengthens their capacity to implement educational and empowerment programs that directly benefit girls, adolescents and women from Petén.



## Participation in the Institutional Strengthening Program 2024

Committed to continuous improvement and organizational development, the AMA Association participated in the 2024 Institutional Strengthening Program, aimed at civil society organizations in Guatemala. This program, facilitated by Nex Fundraising (Sustainability-Marketing-Communication-Strategy) and organized by the Guatemala Board of Directors in alliance with the International Community Foundation, provided AMA with the opportunity to connect with other local and national organizations, creating synergies for future alliances and actions in compliance with our institutional mission.



During the program, through participation in in-person bootcamps at the executive and operational levels, as well as virtual mentoring sessions, we learned various tools for effective strategic planning, the importance of structuring and developing an annual operating plan, and how to design process, results, and impact indicators.

AMA acquired the knowledge and received the necessary advice to develop essential products to strengthen its organizational capabilities.



We also improved our skills in risk management, marketing, communication and sustainability, as well as detailed reporting. Participation in this program not only provided valuable tools, but also significantly strengthened our capacity to address the needs of girls, women and youth in Petén.



This institutional strengthening allows activities to be carried out with greater effectiveness and efficiency, ensuring a positive and sustainable impact on the communities in the intervention region.



Participating in the 2024 Institutional Strengthening Program has been crucial for the professional development of the AMA work team, equipping them with the skills and knowledge necessary to face the challenges of the environment and promote comprehensive and equitable development in Petén.

The 2024 Institutional Strengthening Program has been an enriching experience that has consolidated our organizational and operational capabilities, preparing us to continue our mission with renewed energy and commitment.

## Mentoring Process in Adaptability and Financial Sustainability

Committed to organizational strengthening and long-term sustainability, the AMA Association participated in the strengthening process focused on Adaptability and Financial Sustainability. This process is part of the "Jaguar Project: Living and Resilient Community", implemented by Kubadili in partnership with the International Community Foundation (ICF).

Mentoring has inspired us to incorporate innovative and creative approaches in our management, and we have also explored different ways to diversify our sources of financing, reducing dependence on a single type of resource and ensuring greater financial stability.

This process has significantly strengthened AMA's capacity to carry out its projects and programs. It has provided us with the tools and knowledge necessary to effectively manage our resources and ensure the continuity of our initiatives to benefit the communities of Petén. By improving our financial and management capacity, we can increase our impact and more effectively achieve our goals of integral development and equity.



**WILDEBEESTCOOPERATIVE ESTROS  
OF THE YEAR**







**ASOCIACIÓN AMA**

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