

# WORK MEMORY

## 2025



LOVE MOVES US!



ASOCIACIÓN AMA

# WHO WE ARE



## Our mission

Strengthening the leadership of adolescent girls 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 in Petén, Guatemala, know, demand, and promote their rights and the rights of others, thanks to leadership, self-esteem, and security.



# OUR PROGRAMS

## EMPOWERMENT AND LEADERSHIP

### "Play for Your Education" Program

The "Play for Your Education" program aims to prevent school dropout and early pregnancies in adolescent girls in Southern Petén, by strengthening their life skills using play and sport as a strategy.



As a result, the remaining four sessions of the third phase of the Play for Your Education program were completed during the first half of 2025. This program was developed with 71 adolescent girls from the El Reformador Neighborhood Mixed Urban Official School in Poptún and the Maya Mopan/Castellano Mixed Rural Official School in the Tikajal Neighborhood in San Luis, under the financing of Girls Opportunity Alliance, and with 62 girls and adolescents from the Pioneros de la Paz Neighborhood Mixed Urban Official School in Poptún and the La Florida Neighborhood Mixed Rural Official School in San Luis, carried out with the financial support of the Summit Foundation.



The program helps participants stay in school, but it also empowers them to prevent sexual and gender-based violence. Throughout the interactive training sessions, various topics are addressed that foster their holistic development, prepare them to face the challenges of their environment, and help them prevent violence.

For Asociación AMA, this program has been key, as it has been an empowerment strategy for the participating adolescent girls, and it has been funded thanks to various partners who are also committed to our mission. This has allowed us to continue the program and expand our reach, benefiting more communities in southern Petén, Guatemala.







## "Secure Futures" Program

This program is designed to empower pregnant adolescents and young mothers aged 15 to 25 in the municipalities of Poptún, San Luis, and Dolores, Petén, to exercise their rights.

Originally developed in Kenya, its implementation in Guatemala began in 2025 through the AMA Association in partnership with Women Win.

It has four key components: strengthening life skills, sport as a tool for social change, mental health, and economic empowerment.

Likewise, thanks to funding from the Girls Opportunity Alliance, in July 2025, the fourth phase of the program began, this time with 51 girls and adolescents from the Las Flores neighborhood, Machaquilá, Poptún and the Poité Centro hamlet, San Luis. It should be mentioned that in this phase the session schedule was changed since they were developed outside of school hours and were carried out in coordination with community leaders and parents of each locality, who are aware of the need to address the topics worked on in the program with adolescent girls in their communities.



In the sports area, the Mom in Balance methodology has been adapted with adapted and safe exercises for both pregnant teenagers and mothers who are already in the postpartum recovery process. In addition, a safe space is created for young mothers to play a soccer game in the training sessions.





To address the mental health of program participants, Asociación AMA has created inter-institutional alliances with the Ministry of Health and it is through the network of psychologists in the Health District that guidance and psychological support have been provided to the participants.



Also within the training, the topic "Moms Who Know About Money" is addressed, where participants are given information and tools so they can learn more about finances and have opportunities to improve their economic conditions.



All of this takes place through 8 interactive training sessions where participants have access to a childcare space, in which, while they are receiving their training, their children are being cared for by the staff of Asociación AMA, and in this way they can fully concentrate on the sessions.



Something important to highlight is that the sessions are held in the communities and with translation into the Maya Q'eqchi' language so that it is easier for the participants to express their ideas and feelings.

During the year 2025, AMA served 198 pregnant teenagers and young mothers from: Caserío Monte Los Olivos, Dolores; Caserío Belén, Jolob'oob, San Agustín, Vista Hermosa, Nueva Esperanza, La Machaca I, La Romana, Sabaneta, Mameyal and Tan Hoc, from Poptún, as well as from different neighborhoods in the municipalities of San Luis, Dolores and Poptún, Petén.

Within this program, 197 children were cared for in the daycare area and 115 people corresponding to the support network of the participants were trained, which included partners, mothers, sisters, mothers-in-law and friends.



## Bilingual Spanish-Q'eqchi radio program “The ABCs of Sexuality”

The bilingual Spanish-Q'eqchi' radio program The ABC of Sexuality is a program that has made it possible to bring relevant information to various communities in the southern Petén region.

In 2025, two seasons of The ABCs of Sexuality were broadcast, the first in partnership with the Girls Opportunity Alliance, in which 36 programs were broadcast, transmitted both on the radio frequency and through live broadcasts via the Facebook page of Asociación AMA, within the 36 broadcasts there was the participation of 16 adolescent girls participating in the Play for Your Education program.



The second season was carried out under the project “Making informed decisions with the ABCs of Sexuality” carried out in partnership with the Central American Training Program in Telecommunications and Broadcasting in Indigenous and Rural Communities, managing to broadcast 15 radio programs, which were divided into three blocks.

The first segment was directed and broadcast by teenage girls, with the participation of 15 girls and teenagers who shared the radio booth with the announcers from the AMA Association.



The second block was aimed at parents, and included the participation in the radio booth of mothers and fathers, as well as representatives from various institutions to address the topics presented.

The third block was aimed at key actors in the communities and included the participation of community leaders, religious leaders, teachers and leaders of institutions, who shared their experiences on the prevention of teenage pregnancies.



The topics covered during the radio program's broadcasts in 2025 raised awareness among more than 3,600 Indigenous and mestizo girls, teenagers, and women who tuned in to Radio Shekina and AMA's social media channels. This contributed to strengthening their life skills, enabling them to better face the challenges of daily life.



## Interactive Training Circles

As part of the "Weaving Forces for Girls' Equality" project, in partnership with the Summit Foundation, seven interactive training circles were developed for 207 adolescent girls from the municipalities of El Chal, Poptún, San Luis, and Dolores, Petén. These circles aimed to strengthen the participants' self-esteem and leadership skills.



In partnership with the University of San Carlos of Guatemala and the Municipal Women's Directorates of Poptún and San Luis, Petén, 23 Interactive Training Circles were carried out, training 354 women from various neighborhoods and communities in the municipalities of Poptún, San Luis and Dolores, Petén.

The circles focused on the importance of women's participation in decision-making spaces, the promotion of self-esteem, and economic empowerment as a strategy for violence prevention and self-care.



## Information fairs

We actively participated in two information fairs on sexual and reproductive health. The first fair was held in Poptún's central park, commemorating International Women's Day, and was promoted by the Municipal Inter-institutional Technical Committee for Women, of which Asociación AMA is a member.



The second fair was held as part of the commemoration of Reproductive Health Month and was aimed at adolescents and young people from the municipality of Poptún, Petén, who were given information on sexual and reproductive rights and family planning methods.



These spaces have been fundamental in expanding the reach of Asociación AMA, impacting more than 850 girls, adolescents, and women in Poptún, Petén.

## DIALOGUE AND IMPACT

### Technical Working Group on Prevention through Education

A meeting of the Petén Departmental Technical Committee for Prevention through Education was held, coordinated by the Ministry of Education and the Ministry of Health. Its objective was to update the activities contained in the 2025 Bi-ministerial Plan, in accordance with the mandate established in the Inter-institutional Cooperation Agreement under the Letter of Agreement for the period 2021-2025.



In this space, government and civil society institutions working in partnership to counteract teenage pregnancies and gender violence in the department of Petén joined together to follow up on planned actions with the Petén Departmental Directorate of Education and the three Petén Departmental Directorates of Integrated Health Services Networks and to establish the mechanisms that, as governing bodies of Education and Health, correspond to them at the departmental level.



### Global “Me Too” Network

The AMA Association has been part of the Me Too Global Network since its inception, joining a collective effort that originated from organizations committed to the prevention of sexual and gender-based violence.

From the first virtual meetings of the Network, Asociación AMA participated in the exchange of experiences in supporting survivors and in the discussion of common strategies.

These meetings made it possible to identify shared challenges, such as the lack of resources, the need for care protocols, and the urgency of strengthening political advocacy.



For Asociación AMA, this space has meant strengthening its institutional capacities and consolidating its commitment to violence prevention in Guatemala, contributing its local experience to a regional effort.





The AMA Association participated in the First In-Person Meeting of the Latin America and Caribbean Regional Center of the Global Network 'Me Too,' held in Tulum, Mexico, where the LAC Manifesto was collectively developed in multilingual workshops with representatives from 22 countries. This manifesto includes principles of feminist self-care, support methodologies, and regional commitments to address sexual and gender-based violence.



For Asociación AMA, participating in the Me Too Global Network Meeting has meant expanding its alliances, strengthening its institutional capacities, and reaffirming its commitment to the conviction that sexual and gender violence can and must be eradicated through collective and coordinated action.



## Participation in the National Roundtable for Comprehensive Sexuality Education -MENEIS-

The National Roundtable for Comprehensive Sexuality Education aims to achieve significant progress in meeting sectoral, intersectoral and institutional goals related to and other necessary actions that ensure compliance with the right to comprehensive sexuality education (CSE) from the perspective of human rights, gender equity and interculturality, at the national level.



To commemorate the tenth anniversary of the creation of the National Roundtable for Comprehensive Sexuality Education and as an active member of said space, Asociación AMA was present at the academic congress on sexuality in Guatemala MENEIS 2025: What is NOT named and DOES exist in Guatemala, which included various forums, talks and workshops in which Asociación AMA was actively participating, along with different organizations that are part of MENEIS.



## Jaguar Community

As an active member of the Living and Resilient Jaguar Community, Asociación AMA regularly participated in the monthly meetings of this initiative, promoted by Kubadili in partnership with the International Community Foundation.

These meetings addressed fundamental topics related to community strengthening, protection and security for teams and communities, as well as the importance of networks, alliances, and social cohesion. These learning experiences allowed participants to understand how connections between organizations and communities can generate a greater impact on territorial development and the construction of a more just society.

For Asociación AMA, participating in the community strengthened its capacity for fundraising and the development of sustainable strategies through mentorship programs focused on adaptability and financial sustainability.

The Living and Resilient Jaguar Community was an essential space for exchanging experiences, mutual learning, and building collective strategies to strengthen our territories and communities.



## Participation in the International Conference on “Family Planning ICFP”

The International Conference on Family Planning brings together leaders, advocates, scientists, and organizations from around the world to share research, best practices, and commitments to advance reproductive health.



Asociación AMA was present at the seventh edition of the ICFP held in Bogotá, Colombia, where it participated in the Parallel Event “Towards Joy: Supporting Pregnant Teenagers and Young Mothers,” in partnership with Women Win under the Secure Futures program. There, the successes and challenges of working with pregnant teenagers and young mothers were shared with attendees.

The segment “From Within: The Voice of Those Building Secure Futures” was also presented at ICFP Live, a space where Asociación AMA shared with the audience the work it carries out with the Secure Futures program in Guatemala.





## AMA Association, member of the Guatemala Directory and the Third Sector Roundtable

Asociación AMA, as an Allied Member of the Guatemala Directory (EDG), had the opportunity to actively participate in EDG meetings and the Third Sector Roundtable (MTS), a civil alliance for development.

EDG facilitates and promotes greater connections, collaboration, and professional development for social impact organizations working in Guatemala, and the MTS is a key space for promoting political advocacy and strengthening collaboration among social sector organizations in Guatemala, with specialized committees in strategic areas where solutions, proposals, and tools for the sector are developed.

Being part of these spaces allows Asociación AMA to continue building connections, sharing goals and proposals, and participating in relevant dialogues with the government and other networks with the aim of developing joint proposals and solutions to address the social challenges facing Guatemala.



Participation in the Third Sector Roundtable Tour in Petén made it possible to highlight the institutional commitment to community leadership, democratic participation and access to comprehensive sexuality education, contributing to a positive impact on girls, adolescents and women in the Petén región.

## EDG Networking Event

The AMA Association participated in the 9th Networking Event: Innovation for Social Transformation, organized by the Guatemalan Board, convinced that fresh ideas, new methodologies, and collaboration are the driving force for facing the challenges of our time. The event provided a space to learn, share experiences, and create alliances that strengthen the collective work of the social sector in Guatemala.



Likewise, Asociación AMA had the opportunity to participate in the session 'Embracing vulnerability to create a culture of trust in philanthropy' within the Central American Donors Forum -CADF- which is an annual conference with key donors from the region, which allowed us to build relationships, exchange ideas and open doors to new opportunities for collaboration.



## Referral Networks for Victim Assistance

The AMA Association actively participated in the meetings of the Referral Network for Victims of Crime in southern Petén and assemblies of the Regional Referral Network of Petén. These have been key spaces for AMA, since through them, actions have been carried out in favor of girls, adolescents, youth and women in the department of Petén.



It is worth mentioning that during 2025, Asociación AMA received recognition from the Regional Prosecutor's Office IX Petén and the District Prosecutor's Office of Petén of the Public Ministry for the excellent work that Asociación AMA carries out in the care and support in the comprehensive services in the Referral Network to victims of crime in their process of recovery to a dignified life.



## Municipal Development Councils.

During 2025, Asociación AMA participated in several meetings of the Municipal Development Councils (COMUDE) in the municipalities of Poptún, Dolores, and San Luis, Petén. These meetings are attended by representatives from various public entities and civil society organizations, with the aim of addressing diverse issues of municipal interest.



The participation of Asociación AMA in these spaces is crucial, as it allows us to make visible and enhance the projects and programs that the Association develops for the benefit of girls, adolescents, young women and women in general, collaborating closely with other entities and ensuring that the needs and priorities of women are considered in the planning and execution of municipal projects.





## HUMANITARIAN ASSISTANCE

### Delivery of school kits and backpacks



Asociación AMA, in partnership with the Girls Opportunity Alliance, delivered 71 school kits and backpacks to girls and teenagers participating in the "Play for Your Education" program in the municipalities of San Luis and Poptún, Petén.

This delivery is part of Asociación AMA's Humanitarian Assistance component, which aims to support the continued schooling of girls and teenagers in the program.

### Delivery of educational kits and backpacks



Within the framework of the "Play for your Education" program, and in partnership with the Girls Opportunity Alliance initiative, Asociación AMA delivered 29 educational kits to four educational centers in Poptún and San Luis, Petén.

In this way, teachers were provided with essential resources to facilitate and optimize the teaching and learning process specifically for the girls benefiting from the program.

This key action contributes to strengthening and improving the quality of education.



### Food distribution to teenage girls

During 2025, 113 bags of groceries were distributed to girls and teenagers participating in the "Play for Your Education" program in the municipalities of Poptún and San Luis, Petén.

This distribution strengthened the food security of the participating girls and teenagers, contributing to improved academic performance and increased school retention. This initiative was carried out in partnership with the Summit Foundation and the Girls Opportunity Alliance.



## Delivery of sports uniforms

In partnership with the Girls Opportunity Alliance Initiative, 51 sports uniforms were delivered to the girls and teenagers participating in the Play for Your Education Phase IV program.

This delivery motivated the participants to stay in the program, practice sports, and continue their studies.



## Distribution of personal hygiene kits to promote menstrual health

Through the Girls Opportunity Alliance Initiative, 51 personal hygiene kits were delivered to strengthen menstrual health with the aim of strengthening dignified and safe access to menstrual health and hygiene for girls and adolescents, since when they feel safe and supported in their menstrual health, girls and adolescents have greater confidence and are absent less from their classes, which is reflected in a more active participation in their studies and school activities.



## Community Eye Days



Two days of visual acuity screenings were conducted for the 51 girls and teenagers participating in the "Play for Your Education" program, in collaboration with the Pescatore Visual Clinic in Poptún, Petén.

The screenings were administered to participants from the Las Flores neighborhood, Machaquila, Poptún, and the Poité Centro San Luis hamlet, with the aim of identifying potential visual difficulties and promoting eye health care.

Each participant received a voucher from the clinic staff that granted them access to a more in-depth examination free of charge, thus ensuring proper monitoring of their visual condition.

Parents and other community members who came to have their visual acuity screened were also seen.





## Delivery of food bags and children's kits to participants of the "Secure Futures" program

During the first phase of the "Secure Futures" program in Guatemala, Asociación AMA delivered 198 bags of groceries and 198 baby kits to pregnant teenagers and young mothers participating in the program. These humanitarian aid deliveries were made possible thanks to the support of Women Win.



The main objective of this distribution was to directly contribute to the food and nutritional security of the participants and their children.

With these distributions, Asociación AMA reaffirms its unwavering commitment to the overall well-being of this vulnerable population, guaranteeing essential resources for them and their families.



## Economic empowerment

The Secure Futures Program, aimed at pregnant teenagers and young mothers, includes economic empowerment actions. At the end of the training process, each participant decides the empowerment path that the program offers: Entrepreneurship, education, or employability.

The AMA Association, through the entrepreneurship program "Futuros Seguros" (Secure Futures), in partnership with Women Win, provided seed capital to 72 young mothers to start community-based productive projects, enabling them to generate their own income to improve their living conditions and those of their families.



Through the seed capital provided, 5 community laying hen farms and 4 broiler chicken farms were established. The Ministry of Agriculture, Livestock and Food (MAGA) has provided them with technical support to monitor their progress, thanks to the efforts and partnerships made by AMA to strengthen the Secure Futures program.



In addition to the groups of young mothers with poultry production farms, thanks to the support provided by the Municipality of Poptún, a group of 10 young mothers from the hamlet of La Romana, Poptún, accessed scholarships at the Technical Institute of Training and Productivity - INTECAP-, where they completed the basic course of cutting and sewing, acquiring skills to make garments such as skirts, blouses and dresses.



Another success story is that of a young mother who, through AMA, had the opportunity to access a scholarship from INTECAP to study a specialized course in acrylic nail application. This allowed her to acquire new skills in the aesthetics and beauty field, enabling her to now generate her own income.



Through these actions, 86 young mothers were able to start businesses and generate income, after having gone through a comprehensive training process with Asociación AMA.

## Family planning day

In strategic collaboration with the ALAS Association of Guatemala, the AMA Association conducted three family planning and reproductive health workshops. Two of these were held at the AMA Association's facilities in Poptún, and one in the community center of Machaquilá, Poptún, Petén.

During the workshops, a wide range of family planning methods were made available to attendees, including short- and long-term options such as Reversible Contraceptive Methods (RCMs): subdermal implant, copper intrauterine device (IUD) or "copper T," and hormonal injections (monthly and quarterly).

In addition, Visual Inspection with Acetic Acid (VIA) tests were performed, a screening method for the early detection of cervical cancer.

Additionally, advice and detailed information were provided to people interested in permanent family planning methods (surgical sterilization), both for men (vasectomy) and for women (tubal ligation).





## INTERNAL STRENGTHENING

### Strengthening sports techniques in soccer



A training program was developed for the staff of Asociación AMA, with the goal of strengthening their skills in teaching soccer to girls and teenagers.

During these sessions, new pedagogical strategies and methodologies were explored, incorporating endurance and coordination exercises, as well as a review of the rules of the field and specific techniques for improved athletic performance.



The training was specifically designed for adolescent girls participating in the "Play for Your Education" program, providing them with tools to use sports as a means of holistic learning and personal development. It also included resistance band exercises, designed for implementation in the "Safe Futures" program, which is aimed at pregnant teenagers and young mothers, to promote their physical and emotional well-being and their integration into sports activities tailored to their needs.



In the second half of the year, a second training session was held to reinforce and update knowledge.

Investing in ongoing training strengthens the team's capabilities and ensures that sports and educational interventions are carried out with quality, relevance, and a focus on social transformation.



## Meeting of the Central American Training Program in Telecommunications and Broadcasting

The AMA Association participated in the Central American Program Meeting, held in Santa Elena, Petén, with the attendance of various organizations representing Costa Rica, Honduras, El Salvador, Guatemala, and Panama. This event provided an opportunity not only to receive training on project sustainability but also to exchange ideas on content creation and share implementation experiences.



The purpose of the meeting was to share strategies for: Developing value propositions, defining strategic partners, seeking financial support, calculating budgets and counterpart limits, organizing emergency expenses, and creating solid alliances that allow for the continuity of initiatives.



## Training Program in Political and Public Advocacy of the Third Sector



The AMA Association participated in the first cohort of the Third Sector's Political and Public Advocacy Training Program, an initiative promoted by the Guatemala Directory and the Third Sector Roundtable.

The participation of Leslie Mejía, representing AMA, in this training program was fundamental. This commitment reinforces the Association's work, whose leadership in promoting democratic participation and access to Comprehensive Sexuality Education has a positive impact on girls, adolescents, and women in Petén.





# OUR COOPERATORS OF THE YEAR



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# ASOCIACIÓN AMA