

## Quiché Guatemala

**Positive changes are happening in Quiché. Learn more about how we're supporting children and girls' rights through our collaborative, equality-driven work.**

This past year, we worked together with children and young people to take action, speak up and influence the decisions that matter to them. Out of 22 departments in Guatemala, Quiché records the fourth-highest teen pregnancies. To address this, we collaborated with local governmental institutions to provide young girls with information about sexual education and reproductive rights, so they can make informed decisions about their bodies and future.

The brunt of climate change makes the region vulnerable to landslides, mud flows, floods, and droughts, disrupting daily life and worsening poverty. Through our entrepreneurship program, financial support, and flexible education, we work with local youth so they can gain skills to start businesses or access the labour market.

**"I study business administration on weekends and have taken workshops on gender equality. I believe in my abilities and skills." - Edith, 16-year-old, project participant**



We work for inclusive, quality education.

### Impact in Numbers

**750**

**parents learn about positive parenting**

**635**

**youth trained in Sexual Health**

**241**

**midwives trained in Maternal Health**

# Gelen challenges gender roles



**NAME:**

**Gelen**

**AGE:**

**21 years old**

**DREAMS TO BE:**

**An entrepreneur**

**“I learned that as women we can participate in the development of our family, but above all to have independence and the fight to reduce violence.”**



## Meet Gelen

Gelen is a young entrepreneur and is the fifth daughter out of ten. She enjoys playing soccer and wants to open her own nail salon in the future. Gelen has an entrepreneurial spirit and is optimistic about gaining financial independence to elevate her family out of poverty and as a means to make her own life decisions.

## Leadership School

Like many women in Guatemala, Gelen faces various barriers to accessing education and financial freedom. Due to gender inequalities and stereotypes, some in the community deters women from accessing the resources that they have. This further confines them into limited roles prohibiting them from aspiring for further challenges or holding any decision-making powers within their families.

Through Plan International's Connection for Success initiative, Gelen saw a window of opportunity to participate in her family's loom business and contribute to its growth. Subsequently, she participated in several other training processes including Leadership School that equipped her with finances, skills and abilities to make informed decisions to grow the family business.

## Economic Empowerment

Gelen received seed capital and bought an artisan loom. The new loom generated better profits and she was soon able to buy another machine. This helped her diversify her family's source of income. With her economic freedom, Gelen was able to bring technological and design innovations.

She is determined in her goals, and assured of her skills. Her economic freedom has made her postpone starting her own family. Gelen wants to open her own salon and is currently enrolled in a vocation training to be a manicurist.



Gelen has scaled up her family's loom business.

**We Work With 4,392 Sponsored Children in Quiche**



# Projects That Support Lasting Change

## Maternal and Child

**Patriarchal norms globally assign women as primary caregivers, often burdening them with sole responsibility for their children's psychological and nutritional development. This imbalance is exacerbated in regions with limited access to basic needs, hindering comprehensive child growth.**

Our focus on maternal and child health aims to foster awareness of responsible parenthood. Workshops provide parents with insights into the emotional and physical needs of their children. For instance, parents and caregivers undergo training in the Loving and Sensitive Care approach, emphasising early stimulation and infant feeding techniques.

Moreover, we actively encourage fathers to engage in domestic responsibilities and foster household cooperation, thereby advancing gender equality initiatives.



The workshop creates an open space for dialogue.

# 200

**parents participated in workshops**



Peer support networks help in influencing societal changes.



We speak up in our communities.

## Spokesperson and Youth

**In Quiché, entrenched traditional gender norms confine young girls to specific societal roles.**

Empowering young women - especially through leadership - enhances their self-esteem and confidence, enabling them to assume leadership roles in decision-making spaces and freely express their opinions.

By fostering community leadership and cultivating peer support, young women in Quiché gain a deeper understanding of their rights, exchange knowledge, build solidarity, and increase their influence within local institutions to initiate collective actions.

The knowledge they adapt helps them to address inequalities that affect their lives both individually and collectively.

**“Many of the topics that Plan teaches us are about women's rights. It teaches what we are worth as young women, and that we must study before joining our lives in marriage.”**

# You're Supporting a More Equal Future



Children's education should help them fully develop their personalities, talents and abilities.

**Together, we're working to create a more just world.**

- We will deepen outreach and support the young people with comprehensive sexual education and information.
- We will strengthen skills and link them to the needs of the local market and improve capacities for self-employment and entrepreneurship among the rural youth.
- We will work with formal institutions to improve capacity and coverage of education at diversified levels.
- To reduce financial burden arising due to accessing education, we will continue to provide financial scholarships to the youth, especially in remote areas.

## Message from Plan Staff

"The development together with Plan transform opportunities for the children and the entire community, and leads to a comprehensive growth."



Angela Pol,  
Programme Unit  
Manager, Quiché

## The Plan Effect

Sponsored children are at the centre of everything we do and they help plan our programmes based on what's important to them. Sponsors donations are a gateway into a community. This helps build trust and credibility to attract even more funds from new sources. This makes more sustainable programmes possible in sponsorship communities. This powerful synergy is something we call The Plan Effect.

## Progress in Numbers

**3,658** families  
nationwide  
received food aid

**160** teachers trained  
in gender  
sensitivity

**6,792** children outreach  
for education  
modules

**200** parents trained in  
sex education  
and rights