



CREAMOS

EST. 2008



2022



# INDEX

- **LETTER FROM CREAMOS LEADERSHIP**
- **COMMUNITY CONTEXT**
- **OUR ETHOS**
- **WHO WE SERVE**
- **ACCELERATED EDUCATION**
- **EMOTIONAL SUPPORT**
- **WORKFORCE DEVELOPMENT**
- **MI EELO SOCIAL BUSINESS**
- **CORPORATE PARTNERS, FOUNDATION PARTNERS & IMPACT CIRCLES**

# *Letter from Creamos Leadership*

From its humble beginnings as a small but mighty community-based social entrepreneurship program, Creamos has passed through many developmental phases over the past 15 years. This year, coinciding with the publication of Creamos' first Annual Report, we are thrilled to announce a significant milestone in the organization's life cycle. During the spring of 2022, we received confirmation of our 501(c)(3) status, formalizing the organization's amiable separation from Safe Passage and kicking off a new era for Creamos. Our path towards independence hasn't been linear but the Creamos network's unwavering belief in our mission, combined with fourteen years of leveraging community wisdom, has brought us to this moment.

As many know, the Creamos story began in 2008 when a small group of women had a big idea. Founding their own entrepreneurship initiative, they learned to make and sell upcycled jewelry, which allowed them to leave behind dangerous work. It further prompted the organization to lift its gaze and begin addressing systemic barriers, including pervasive gender-based violence, astronomically low education levels, and discrimination within the formal sector that contribute to cyclical poverty within Creamos' target neighborhoods. In the years since Creamos' growing team has worked diligently to expand program offerings designed to eradicate these barriers. While staying true to its roots as a women's focused organization, Creamos has also broadened its approach to gender equity by offering services to all adults and adolescents with child-bearing and economic responsibilities.

Following the launch of our robust Emotional Support Program in 2015, we've witnessed a positive shift in the way community members view and discuss mental health. Creamos has since provided therapeutic and psychoeducational services to over 650 individuals, contributing to increased rates of self-esteem, healthy relationships, and autonomous decision-making. In 2020, Creamos assumed responsibility for a pre-existing Adult Education program. Under Creamos' direction, the Accelerated Education Program has provided 434 adult learners with an alternative route towards a high-school diploma after being forced to leave behind their studies as children due to social and economic constraints. Last year, we launched our final programmatic pillar, Workforce Development. Throughout 2022, this program provided over 250 participants with vocational skills training and work readiness support to bolster their professional development and employability. These elements jointly yield a culturally responsive approach to historically pervasive barriers that have resulted in the financial and social exclusion of this community.

Despite great progress, Creamos' target community continues to face structural impediments on their path to self-determination. To those of you who have been with us since the beginning and those who have joined us along the way, thank you for believing in our potential. This trust propels us toward a world where no woman is forced to rely on high-risk work.

***Like all great stories, ours begins with a group of women who challenged the status quo.***

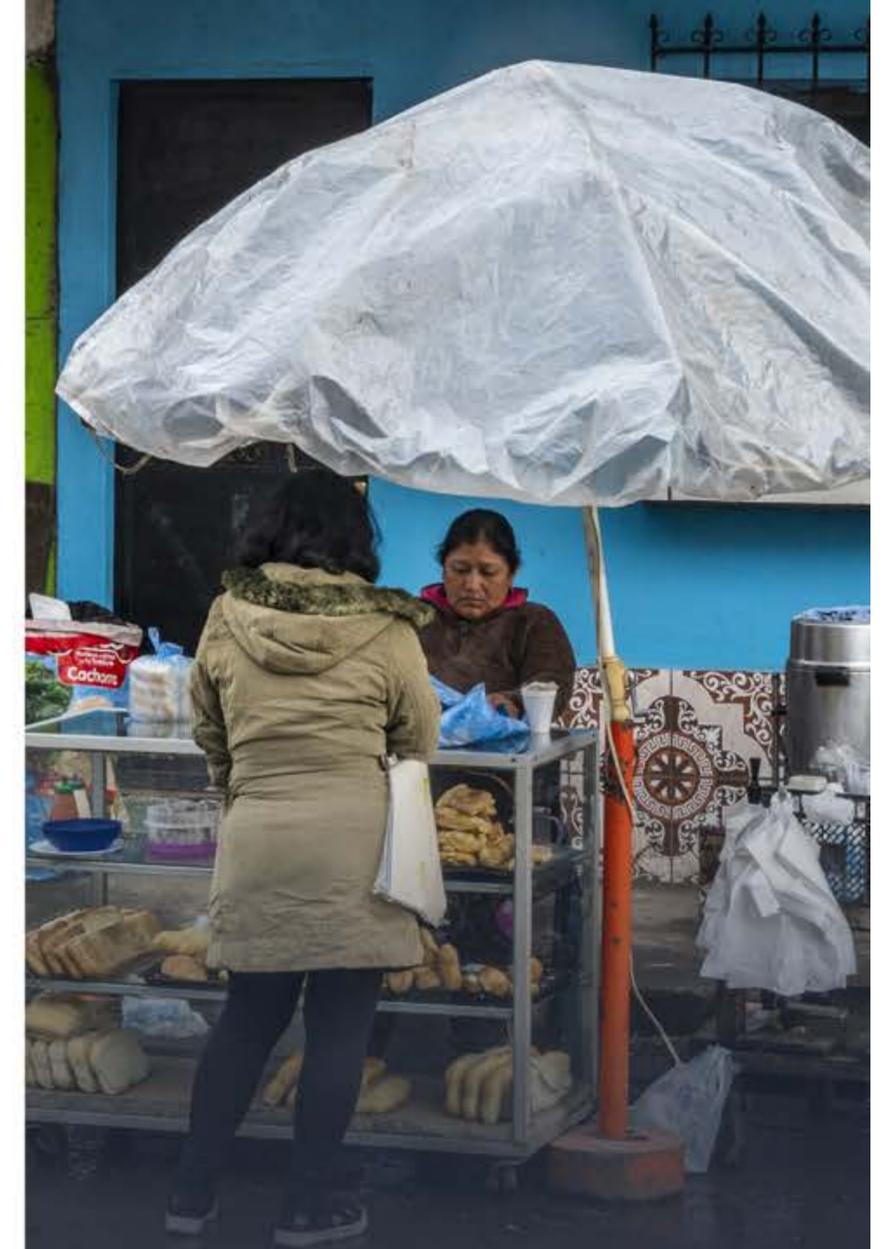
They grew up in a community with limited resources and even less opportunities for dignified work. Out of necessity, they sifted through trash in the Guatemala City garbage dump for recyclable materials to resell.

In 2008, these women decided this wasn't the reality their children would inherit. After learning how to make jewelry out of recycled paper from a local university program, these women decided to pursue the craft and sell their products to generate an income. With the support of a local attorney, a program participant was named the legal representative, and Creamos initiated as a small social business. **They called themselves Creamos, which means "we create" in Spanish.**



Thousands of women and their families live in the communities surrounding Guatemala City's municipal garbage dump.

The community at large confronts enormous economic, social and emotional challenges as a consequence of systemic barriers including hegemonic masculinity, gender-based violence, teenage pregnancy, extreme poverty and economic exclusion.



Community members work 10-13 hour days to generate income and provide for their families.

These realities, exacerbated by competition for scant resources, force community members to work 10-13 hour days within the neighboring garbage dump to generate income and provide for their families.



### MISSION

Creamos is a multiservice nonprofit that provides support at the intersection of gender-based violence and economic security for residents of the peripheral communities of the Guatemala city garbage dump to achieve economic self-determination and create healthier futures.

### VISION

Creamos envisions a world in which no woman is required to engage in high-risk work to support her family.



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# VALUES

## **Community Leadership**

Ethical Principle: Organizational sustainability is derived from community leadership.

## **Access**

Ethical Principle: Access to education, health services, and dignified work is a basic human right, regardless of age.

## **Collaboration**

Ethical Principle: Impact hinges on collective action, alliances, and community resource sharing.

## **Inherent Capacity**

Ethical Principle: Talent is equally distributed - opportunity is not.



# VALUES

## **Celebrate Diversity**

Ethical Principle: The wide spectrum of lived experiences is to be celebrated.

## **Safety**

Ethical Principle: Safety from violence is a right, not a privilege.

## **Right to Healthcare**

Ethical Principle: Health is multifaceted.

## **Intentionality**

Ethical Principle: A trauma-informed approach is vital to equitable service provision.



# COMMUNITY CONTEXT

# 562

PARTICIPANTS:



## 98%

HAVE EXPERIENCED  
VIOLENCE AT SOME POINT IN THEIR LIVES.



## 78%

HAVE RECEIVED NO MORE  
THAN ELEMENTARY EDUCATION.



## 95%

DO NOT HAVE A BANK ACCOUNT.

A woman with dark hair, wearing a brown and white striped sweater, is holding a baby. The baby is wearing a pink outfit with a floral pattern and a black and white patterned headband. To the right of the woman is a young boy with short dark hair, wearing a light green and black Nike t-shirt. They are standing in front of a building with a green door and a window. The background is slightly blurred, showing an outdoor setting with some greenery.

**94%**

Of women in the community engage in informal and/or high risk work.

**91%**

Of women in the community do not own their home.

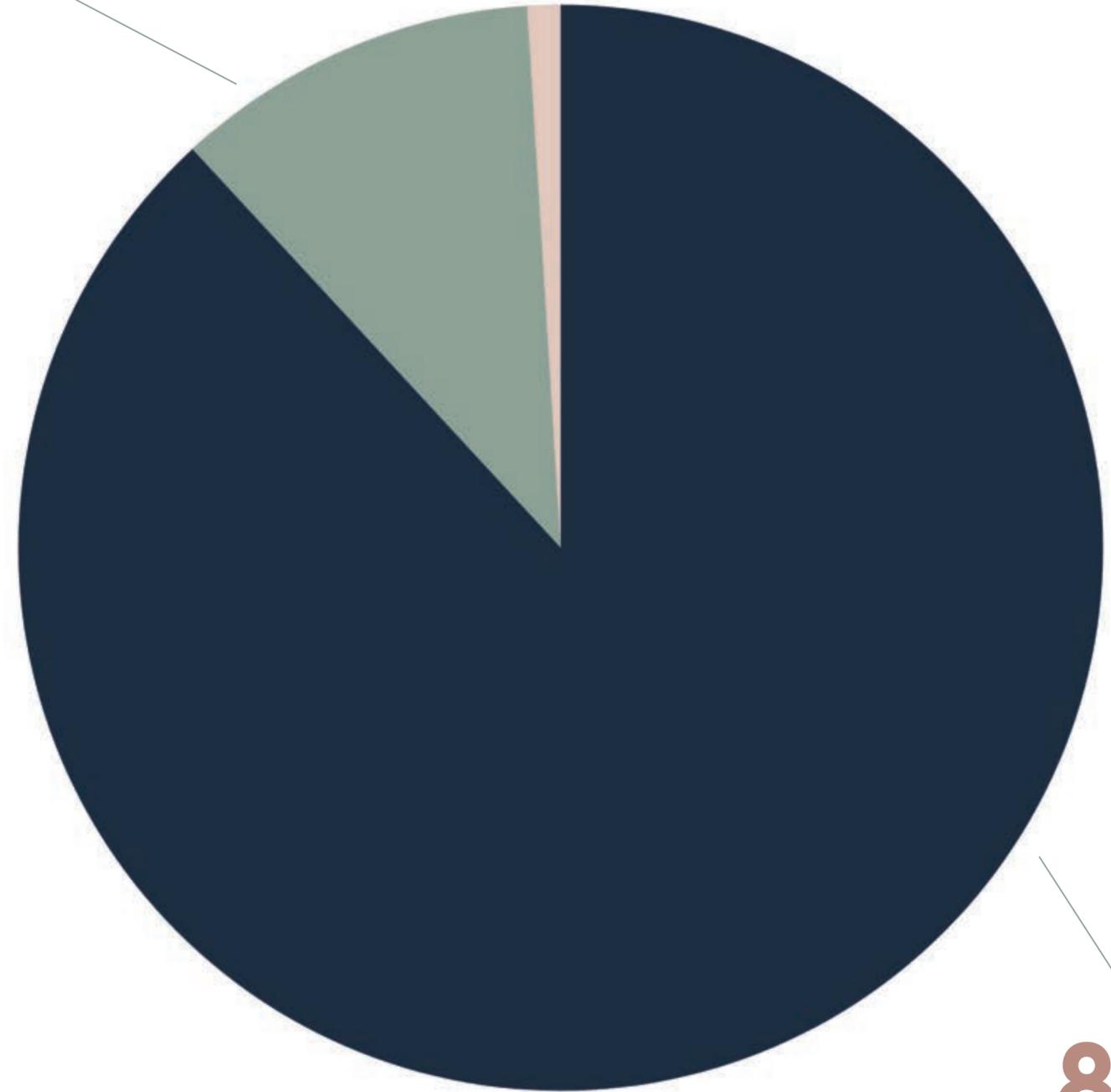
**On average, women from the community have 4 children.**



# CREAMOS POPULATION

11%  
MEN

>1%  
TRANSWOMEN



89%  
WOMEN

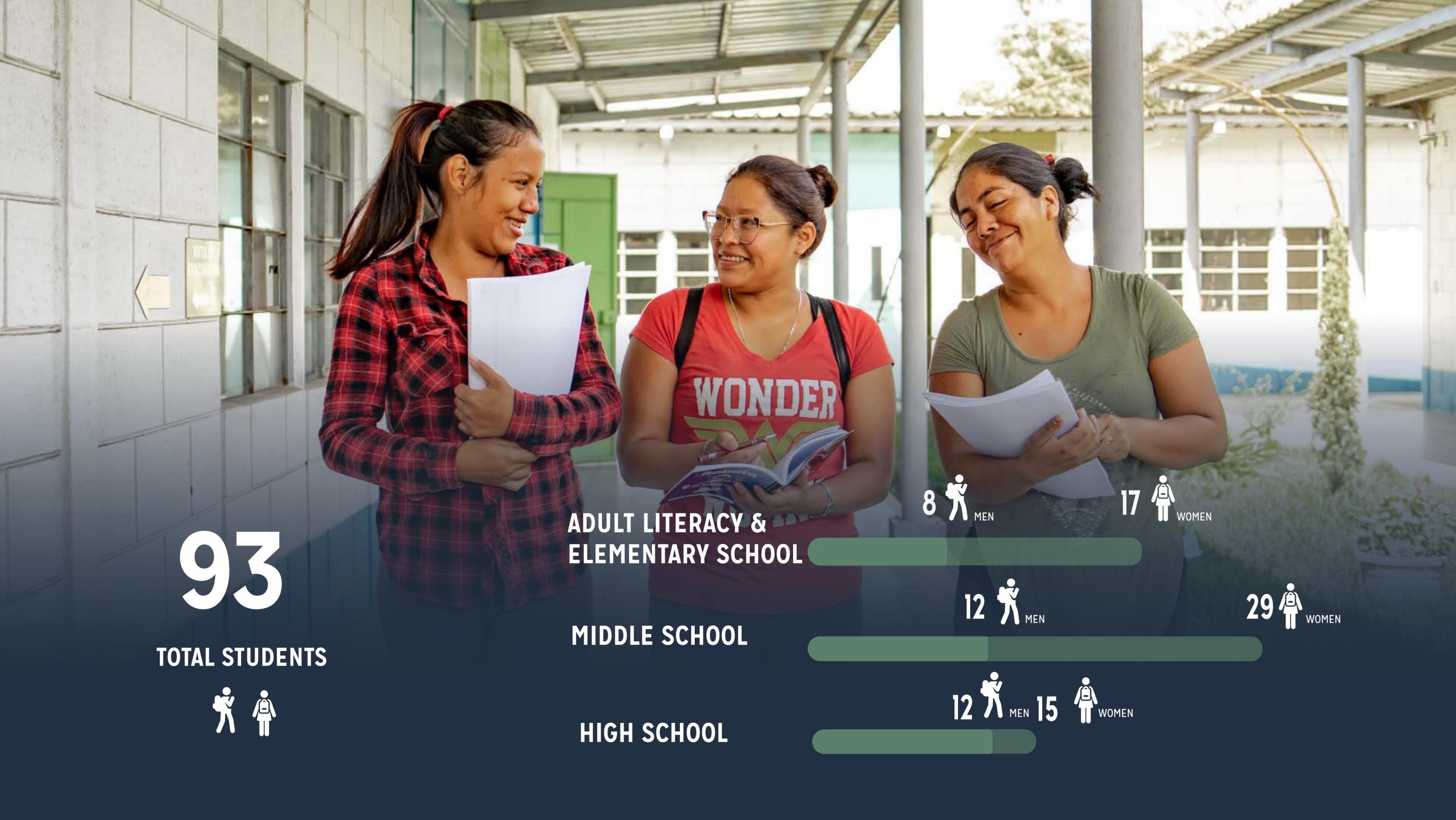


**ACCELERATED EDUCATION**

Creamos' Accelerated Education Program provides free and accredited education to adult learners of all genders through a flexible and tailored approach. Adopting a hybrid in-person and distance learning model, Creamos provides an alternative educational route for community members who experienced social and economic barriers to completing their education as children. The program is fully accredited by the Guatemalan Ministry of Education.



*“Creamos makes education accessible for our community. All of the professors have supported me since the day I joined. They have given us the opportunity to learn at our own pace and transformed how we perceive our surroundings and future opportunities.”*



93

TOTAL STUDENTS



ADULT LITERACY & ELEMENTARY SCHOOL

8  MEN

17  WOMEN

MIDDLE SCHOOL

12  MEN

29  WOMEN

HIGH SCHOOL

12  MEN 15  WOMEN



**EMOTIONAL SUPPORT**



The Emotional Support Program addresses the social and emotional challenges that hinder participants from exercising the emotional autonomy necessary to create healthier futures. This program focuses on strengthening and expanding evidence-based interventions, including individual and group therapeutic services, psychoeducational groups and general wellness activities for individuals impacted by gender-based violence (GBV), intimate partner violence (IPV), and their associated challenges.

Through this multi-faceted approach, the program offers an outlet for participants to prioritize their emotional and physical well-being while cultivating healthy relationships and family dynamics.



## 2022 GROUPS

35

EXERCISE GROUPS

108

GROUP THERAPY

124

CHILDREN SERVED IN  
CHILDCARE PROGRAM

158

INDIVIDUAL THERAPY

## PARTICIPANTS

10

PARENTING JOURNEY

15

GRIEF

25

DOMESTIC VIOLENCE PREVENTION

30

DRUG AND ALCOHOL PREVENTION

33

HEALTHY MINDS

15

DOMESTIC VIOLENCE SURVIVORS GROUP

5

HEALTHY AGING

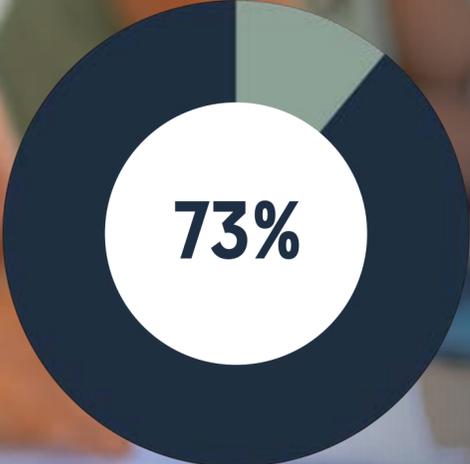


## PRINCIPAL REASONS FOR INDIVIDUAL THERAPY

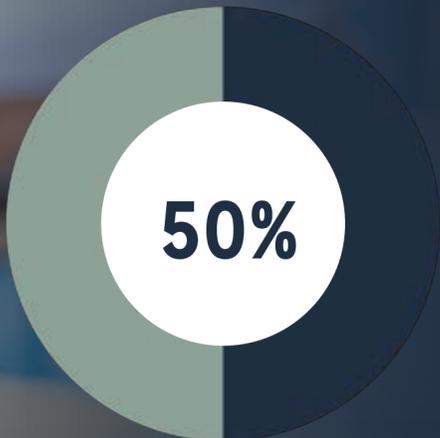
FAMILY DYNAMIC DISFUNCTION	16%
GRIEF	6%
ANXIETY & DEPRESSION	51%
LEGAL SUPPORT	16%
GENDER-BASED VIOLENCE	12%
HOMELESSNESS	>1%



# WORKFORCE DEVELOPMENT



**OF GUATEMALANS  
GENERATE INCOME IN THE  
INFORMAL SECTOR**



**WOMEN MAKE UP HALF  
OF THE INFORMAL  
WORKFORCE**

Since the formal establishment of the Workforce Development Department in early 2021, Creamos has witnessed the increasing need for professional development opportunities and supplementary support to access formal sector employment.

The Workforce Development Program provides vocational skills training and connects participants with internships and job placement services. Through intensive training courses in Industrial Sewing, Barista Training, Computer Programming, Digital Marketing, Entrepreneurship and Construction, Creamos connected participants with internship opportunities as they developed human capital and gain industry exposure vital for formal employment.

Throughout this pilot year, we explored a wide variety of relevant training opportunities characterized by short learning curves and tailored to meet domestic and international labor market demands.



**NUMBER OF GRADUATES**



**HOSPITALITY  
AND CUSTOMER SERVICE**

**TRACK OFFERINGS:**

BARISTA AND CULINARY TRAINING

**TRAINING PARTNERS:**

COFFEE DISTRICT, ESTUDIO CAFÉ AND  
JUNKABAL

**COURSE DURATION:**

CULINARY 4 MONTHS  
BARISTA 2 WEEKS

**POST-GRAD  
EMPLOYMENT PARTNERS:**

SAN MARTÍN  
CAFE GITANE  
STARBUCKS

**INDUSTRIAL SEWING AND  
ENTREPRENEURSHIP**

**TRACK OFFERINGS:**

INDUSTRIAL SEWING  
AND ENTREPRENEURSHIP

**TRAINING PARTNERS:**

INTECAP AND PRO MUJER

**COURSE DURATION:**

SEWING 6 MONTHS  
ENTREPRENEURSHIP 6 WEEKS

**POST-GRAD  
EMPLOYMENT PARTNERS:**

MI EELO  
EMPORIUM

**TECHNOLOGY**

**TRACK OFFERINGS:**

DIGITAL MARKETING AND  
COMPUTER PROGRAMMING

**TRAINING PARTNERS:**

KODIGO, CORE CODE AND LEVEL UP

**COURSE DURATION:**

DIGITAL MARKETING 4 MONTHS  
COMPUTER PROGRAMMING 4 MONTHS

**POST-GRAD  
EMPLOYMENT PARTNERS:**

CORE CODE  
LEVEL UP

A group of six women are standing outdoors on a paved walkway, laughing and smiling. They are all wearing light pink t-shirts with a small logo on the chest. The background shows a building with a covered walkway and some greenery. The overall mood is joyful and positive.

# MI EELO - SOCIAL BUSINESS

Made in Guatemala *con ganas*



Creamos' social impact business, mi eelo, is a 100% women-run enterprise. Established in March 2022, mi eelo was spearheaded by a small group of community artisans and today employs over 50 women from the Creamos community. The artisans create and sell hand-crafted products as well as eco-friendly packaging for socially conscious businesses in the US and beyond.

All profits generated through mi eelo are reinvested into Creamos, expanding program accessibility to benefit a larger number of community members.





**“THIS THREAD UNITES US TO  
EACH OTHER, CONNECTING US TO  
THE FABRIC OF OUR COMMUNITY.  
IT URGES US ONWARD, IT MAKES  
US STRONGER. THIS THREAD  
SUSTAINS US AS WE CREATE.”**

*Flori, mi eelo seamstress*



## INCOME

SOURCE	AMOUNT	% OF TOTAL
INDIVIDUALS	\$ 147,990	26%
GRANTS	\$ 285,531	51%
IN KIND	\$ 31,275	5%
SALES	\$ 100,031	17%
<b>TOTAL</b>	<b>\$ 564,827.00</b>	

## EXPENSES

SOURCE	AMOUNT	% OF TOTAL
ADMINISTRATIONS	\$ 110,789	26%
FUNDRAISING	\$ 40,645	10%
PROGRAMS	\$ 276,237	66%
<b>TOTAL</b>	<b>\$ 427,671.00</b>	

**CORPORATE PARTNERS**  
**FOUNDATION PARTNERS**  
**IMPACT CIRCLES**



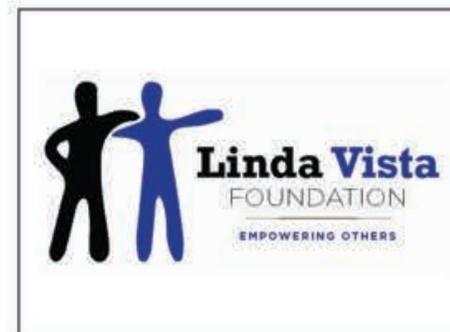


## DID YOU KNOW?

The past year also brought new partnerships that have allowed us to continually develop innovative solutions to community challenges. One such partnership is with our new friends at the Honnold Foundation, who have helped us become the **first organization in the community surrounding the Guatemala City garbage dump that is completely powered by solar energy**. Their support allows us to reinforce our belief that social equity is inseparable from climate justice and that all people are deserving of access to clean energy, especially those who've been forced to inhabit toxic lands due to stigma and discrimination.

CREAMOS' ABILITY TO IMPLEMENT CONSISTENT AND HIGH QUALITY PROGRAMMING RELIES ON COLLABORATIVE RELATIONSHIPS WITH LOCAL, REGIONAL AND INTERNATIONAL PARTNERS. THEIR SUPPORT ALLOWS FOR A MULTI-FACETED APPROACH TO COMMUNITY DEVELOPMENT, COLLECTIVE ACTION AND EFFECTIVE RESOURCE BROKERAGE AS WE LEVERAGE THE KNOWLEDGE AND EXPERIENCE OF THE TARGET COMMUNITY.

THE FOLLOWING LIST OF FOUNDATIONS, INSTITUTIONS AND INDIVIDUALS INSPIRE US, EDUCATE US AND AMPLIFY OUR IMPACT.



# COMMUNITY PARTNERS



Safe Passage  
Camino Seguro



Guatemala  
Youth  
Initiative



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