




LEARN
EDUCATE
IMPACT
PSYDEH

2018 Annual Report

A woman with dark hair pulled back, wearing a red long-sleeved shirt with white horizontal stripes, stands in a lush green field. She has her arms crossed and is smiling slightly. The background is filled with green foliage and trees, with some light filtering through the leaves.

HELLO. IT'S US.

We're the grassroots Mexican NGO working for paradigm change.

We're the Hidalgo nonprofit with local indigenous women partners and global friends.

We're one of only 15 organizations worldwide chosen as a top nonprofit committed to impact through learning and improvements.

PSYDEH

Letter from Senior Advisor

Dear Friends,

Thanks for helping PSYDEH to produce many wins in 2018. We made sustainable impact in the field. We integrated a new Mexican government funder and diversified funding streams. And we built the global digital communications platform necessary to navigate 2019 funding cuts.

PSYDEH flourished as a local-focused, paradigm-changing Mexican NGO. Hundreds of indigenous people have been educated in their rights and how to use them. We launched our first indigenous community radio campaign. We strengthened our network of women-led organizations pursuing solutions outlined in their unprecedented development agenda. We produced our second rights-training documentary, “Knowing How to Know”. We facilitated 300 citizen requests for government information, 100 of which were in local languages. And we diversified income streams with a 61% jump in individual donation-investments of money and services.

This report highlights needed FIELDWORK, with which we break the mold for grassroots Mexican nonprofits doing community-led development. We spotlight our impact since 2014 on page [12](#). We diagram our process-and rights-oriented program for empowering local people to solve their own problems from the bottom-up on page [10](#). And we don’t just follow theory; we use our “woman to woman” methodology to collect and act upon feedback. In 2018, we conducted another “Listen, Act, Learn, Repeat” with majority-women staff and local indigenous partners. Learning led to the network-incubating and political-rights awareness initiatives discussed on page [16](#). This is good, needed stuff! USA-based GlobalGiving agrees. They selected PSYDEH from among 3000+ nonprofits across the globe as one of their top-15 organizations committed to impact through learning and improvement.

Our global FOOTPRINT belies our small staff size. PSYDEH shows a “way forward” to other nonprofits wanting to make impact while facing major cuts in government funding. We celebrate the bi-lingual paid and volunteer workers diversifying income streams and expanding partnerships on page [6](#). For more on these gains, including global digital communications firm Dentsu Aegis Network (DAN) selecting PSYDEH as one of only 18 organizations worldwide to participate in its “Route to Good” responsible leadership program, see “Awards & Leadership” on pages [24](#). You’ll read about how DAN helped us deliver tighter messaging at our biggest PR event yet at the famous La Cineteca Nacional de México, celebrated in a Xinhua China News video story, on page [18](#).

PSYDEH is a bold initiative; pursuing paradigm change is not for the fragile. This report showcases resilience personified. And, our strides are your strides! Continue walking with us towards more success in 2019.

Damon Taylor
Senior Advisor, PSYDEH



PSYDEH TURNS ELEVEN

Rights-based. Community-led.



Indigenous women regional forum, Huehuetla, Hidalgo. Photo by Damon Taylor.

FY2018 ANNUAL REPORT

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ABOUT US

Since reorientation in mid-2014, PSYDEH's multi-disciplinary, Mexican and foreign, majority-women team of full-and part-time staff and volunteers produce interrelated projects pursuant to feedback from local stakeholders. These projects are how we innovate our process-oriented, scalable program (discussed on pages [10-11](#)) in pursuit of our mission and vision.

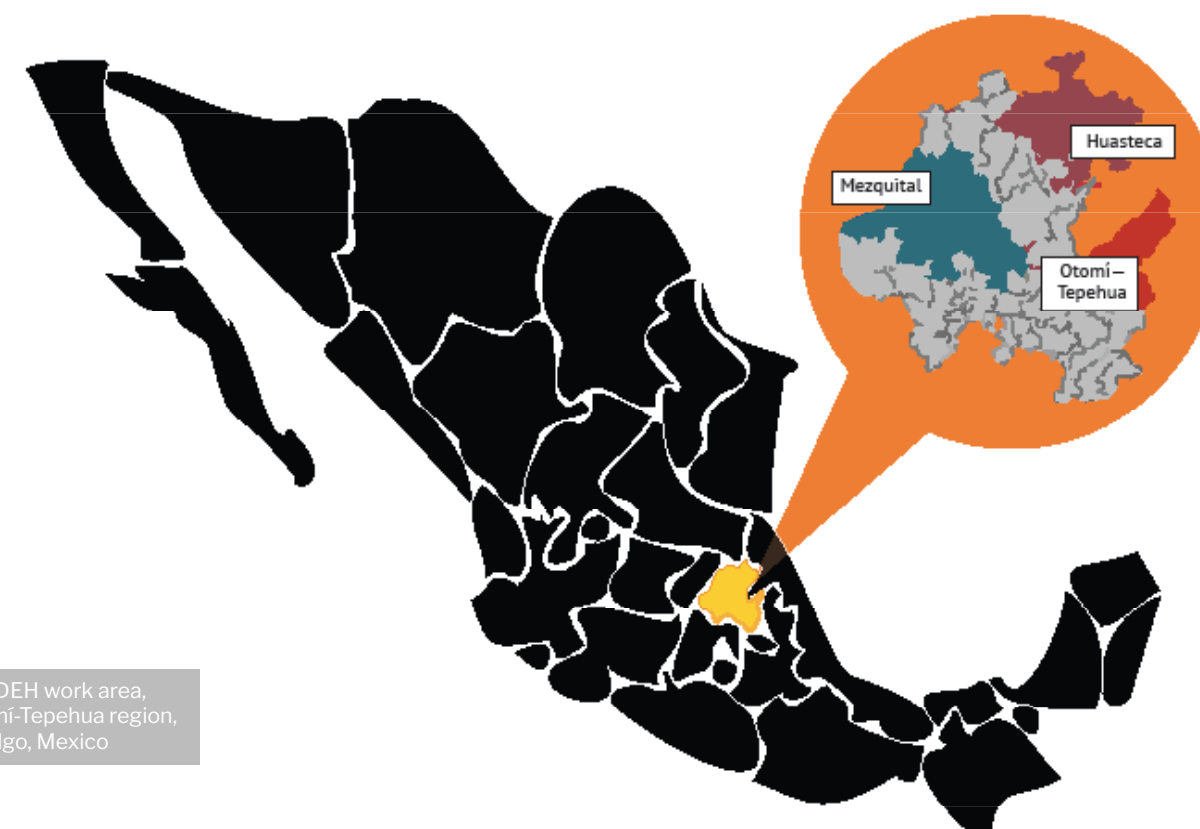
We work in the Otomí-Tepehua region of the remote Sierra Madre mountains of eastern Hidalgo, serving four indigenous-majority municipalities: San Bartolo Tutotepec, Huehuetla, Tenango de Doria and Acaxochitlán.

We partner with indigenous women, the cultural backbone of these highly-marginalized areas. Women are central to family, community, and culture. Yet, illiteracy, gender inequity, and violence prevent their leading in public sector life.

We know that women lead sustained progress through their roles as rights advocates and drivers of social and economic development. Thus, we aim to train and organize women farmers, artisans, small-business owners, and housewives to assume their rightful position as impact makers.



1. Emily Spiegel & Brooke Bowhay, USA-based, Dentsu Aegis Network digital communications consultants to PSYDEH (Photo by D. Taylor)
2. Jorge Echeverría, general coordinator (photo by D. Heber)
3. Yesika Lizet Felipe, indigenous workshop facilitator (Photo by D. Taylor)
4. Kevin Fitzpatrick, videographer, with Jorge Echeverría, general coordinator (Photo by D. Taylor)
5. Diana Ramírez, indigenous workshop facilitator (Photo by D. Heber)



PSYDEH work area, Otomí-Tepehua region, Hidalgo, Mexico



Otomí-leader in Tenango de Doria, Hidalgo. Photo by Damon Taylor.

MISSION

PSYDEH's current mission is to empower majority indigenous women to lead rights-based, bottom-up, sustainable development of their own communities.

VISION

We are the principal non-governmental organization in Mexico that strengthens indigenous, rural and migrant communities at the convergence of rights and human and communal development.

PROCESS ORIENTED SCALABLE MODEL

EDUCATE. ORGANIZE.

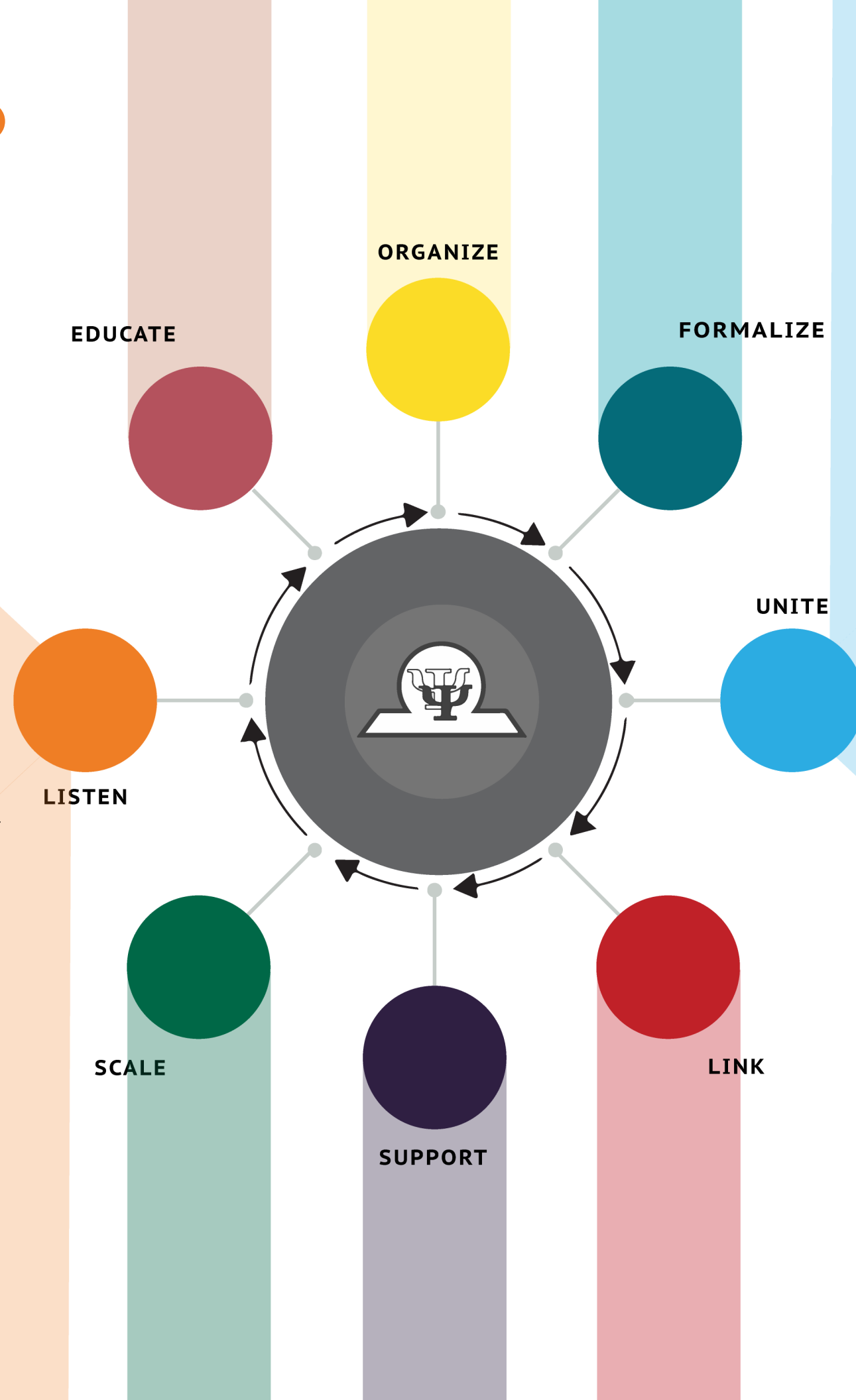
- Citizen training on laws and rights, leader skills and autonomy lead to indigenous women launching four region-wide initiatives: (1) public forum series, (2) framework for their own development agenda, and structures for (3) region-focused citizen body, and (4) artisan cooperative.

LISTEN.

- We conduct regular appreciative inquiry of indigenous citizens who tell us that they want to mobilize to combat marginalization and poverty, and how.

SCALE.

- The organizational network represents 1000s of citizens in the region's four municipalities. When we are no longer needed, PSYDEH hopes to then SCALE the model state, country- and world-wide.



FORMALIZE. UNITE. LINK. SUPPORT.
in part by repeating steps **LISTEN. EDUCATE. ORGANIZE.**

- PSYDEH and local-women partners use interrelated projects to legalize the regional citizen body as an NGO and the Cooperative, both now can fundraise for themselves.
- We create four municipal-level, civil society organizations (CSOs) (Network).
- This Network co-produces with PSYDEH unprecedented regional forums bonding and linking hundreds of women with men and friends from around Mexico and the world.
- We discuss how to use their rights when making collective demands pursuant to their unprecedented Regional Development Agenda and why and how women lead in civic life and confront violence.
- Women and their communities are linked to micro-projects funded by third parties, e.g., rainwater capture systems, combatting gender violence or pig raising for personal consumption and sale.

How do we motivate marginalized citizen action in economic and political rights-based work in the absence of reliable food, shelter, and security?

**BOTTOM-UP.
RIGHTS-BASED.
COMMUNITY-LED.
SUSTAINABLE DEVELOPMENT.**

IMPACT

Since 2014

2
COLLECTIVE DEMANDS OF PUBLIC OFFICIALS

4
REGIONAL PUBLIC FORUMS UNITING 750 INDIGENOUS WOMEN

6
WOMEN-LED ORGANIZATIONS AND COOPERATIVE



OUR CORE

STRENGTHEN CITIZENS AND RESPONSIBLE GOVERNANCE

BUILD INDIVIDUAL AND COMMUNAL RESILIENCE

IMPROVE HUMAN SECURITY

18
MICRO-PROJECTS LINKED TO LOCAL-PARTNER WELLBEING

300
CITIZEN REQUESTS FOR GOVERNMENT INFORMATION

2,000
INDIGENOUS ADULTS EDUCATED ON RIGHTS AND LAW

Indigenous women regional forum, Tenango de Doria, Hidalgo. Photo by Damon Taylor.

OUR WORK

FACILITATING COMMUNITY-LED SUSTAINABLE SOLUTIONS

In 2018, PSYDEH worked year-round to train, organize and support indigenous women and men to lead in their own marginalized communities.



Opening ceremony, indigenous women regional forum, Tenango de Doria, Hidalgo. Photo by Damon Taylor.

STRENGTHENING CITIZENS & RESPONSIBLE GOVERNANCE

PSYDEH was one of 22 Mexican organizations across the Republic invited by the Mexican Instituto Nacional de Transparencia, Acceso a la Información y Protección de Datos Personales (INAI) to direct a project with 100 indigenous women and focused on the General Law of Transparency and Access to Public Information.

This education, skill-building and civil-society strengthening project was our first with INAI, organized loosely around our own scalable-program model and Paulo Freire's 'popular education' framework with particular sensitivity to citizen rights, gender and humanistic psychology. It produced six activities: (1) municipal forums, (2) community workshops, (3) local meetings, (4) indigenous community radio spots, (5) 300 requests for government information, (6) a rights-training, short documentary "Knowing how to know".



INAI project workshop, Huehuetla, Hidalgo. Photo by Kevin Fitzpatrick.



Post-screening Q&A with PSYDEH staff and woman partner, La Cineteca Nacional de México. Screen shot, Xinhua China News video story.

BUILDING INDIVIDUAL & COMMUNAL RESILIENCE

PSYDEH enjoyed our largest public-relations event yet at La Cineteca Nacional de México, produced in collaboration with Mexico City-based Colectivo Cine Social. The experience screened Ernesto Contreras' highly-acclaimed film "Sueño en otro idioma" (I Dream in Another Language), celebrated indigenous women partners, and promoted the right of autonomy through language for over 200 Mexicans and foreigners in attendance.

The initiative was an important chapter in PSYDEH's work building resilience-dependent social capital between urban and rural communities. And it's another example of our leader training methodology-in-action. As Marisela, event panelist and PSYDEH indigenous women partner, says, *"We as indigenous women have the same abilities, the same dreams, the same potential to be successful in life: we just lack the opportunities. And this event gives us the opportunity to have a voice, to tell our story, to speak directly to our country."*

IMPROVE HUMAN SECURITY

PSYDEH launched our “Fruits of Change” project funded by crowdfunding work with USA-based GlobalGiving. The project reinforces our rights-based, bottom-up empowerment model with immediate economic benefits for women and the communities in which they live. We set into motion our first comprehensive field-and organization-impact assessment and invested in women’s leader and storytelling skills, artisanal work and their nascent five local women-led organizations. In so doing, we bolstered PSYDEH’s ability to tell fact-based stories on our work’s impact. As important, we enhanced our women partners’ abilities to tell their individual and organizational stories on their own terms, while making money for products we’ll help them to sell in 2019-2020, with net income redirected back into their organizations.

Otomí artisan, Tenango de Doria, Hidalgo. Photo by Abraham Carrasco.

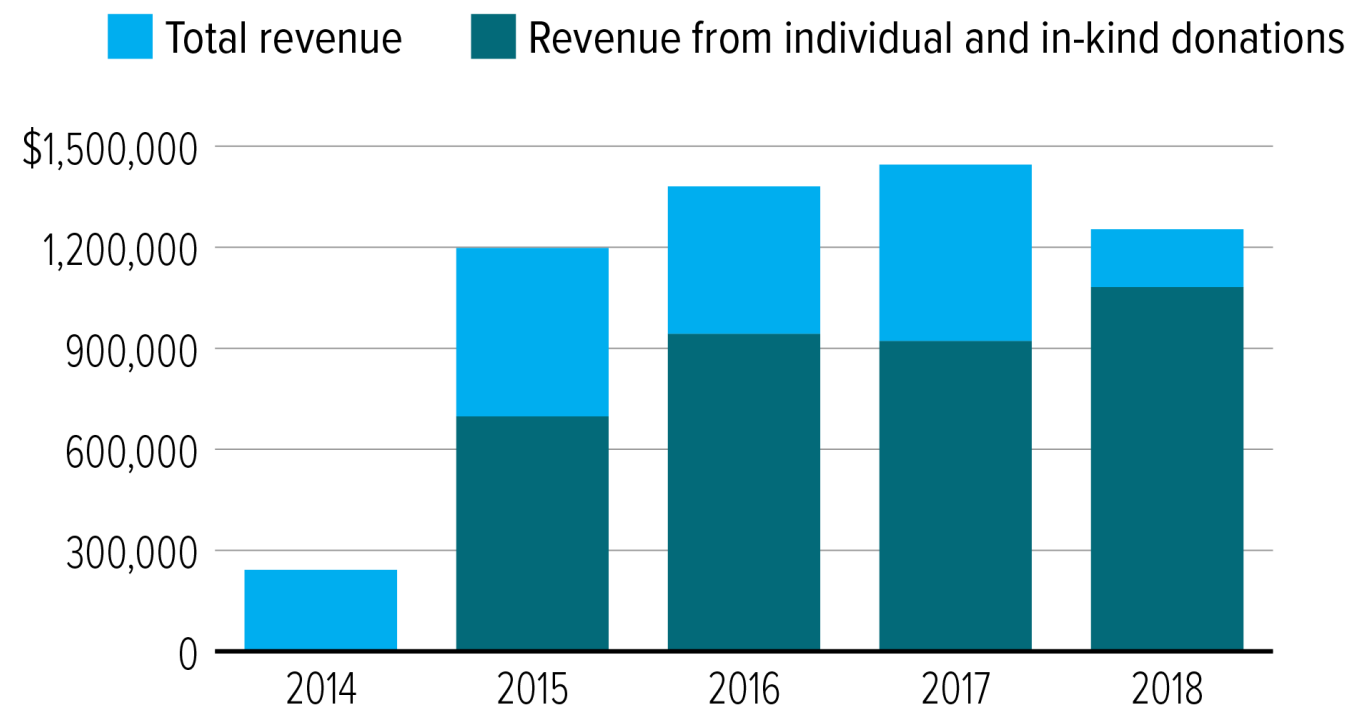


FINANCIALS

FORWARD-THINKING.
ADAPTABILITY.
DIVERSIFICATION.

2018 saw strong support from individual global donor-partners who enable us to adapt quickly to a changing financial landscape. As we navigate these changes, PSYDEH remains focused on diversifying income streams and improved financial accounting and transparency.

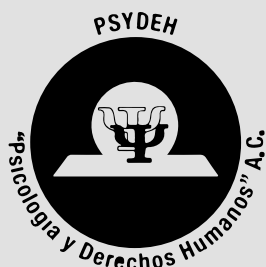
PSYDEH Grows Its Revenue Significantly with Increased Support from Individual and In-kind Donations



PSYDEH and Its Partners Respond to Reduced Government and Grant Funding in 2018

76% reduction in government and grant funding

61% increase in individual donations



Since 2014, PSYDEH pursues diversification of its income streams from one to seven to allow for greater, sustainable work. The graphic above illustrates the marked-increase in two of these streams—individual and in-kind donations from the local and international professional community.

In response to a significant decrease in public funding, PSYDEH adapted effectively to re-prioritize how we raise and use funds. For example, we secured our first-ever corporate donations and harnessed more individual donations. Additionally, PSYDEH elevated our profile and influence by expanding our national event production.

AWARDS + LEADERSHIP

1

Selected by GlobalGiving from 3000 organizations as one of their Top 10+5 Nonprofits Committed to Impact through Learning and Improvement, the only organization from Mexico.

2

One of 22 organizations across Mexico chosen by the Mexican Instituto Nacional de Transparencia, Acceso a la Información y Protección de Datos Personales (INAI) to produce a project promoting knowledge and activism around the General Law of Transparency and Access to Public Information.

3

Selected by the Mexican Instituto Nacional Electoral to produce 2018-2019 project promoting the rights to access public information and to personal data privacy.

4

PSYDEH was one of only 18 nonprofits across the globe chosen to work with the multinational digital communications firm Dentsu Aegis Network's "Route to Good" responsible leadership program (R2G).



PSYDEH's Volkswagen field vehicle, Sierra Madre mountains. Photo by Diogo Heber.



LOOKING AHEAD

In 2019, PSYDEH will continue to diversify income streams, expand and professionalize our organization and cement progress made in 2018 through our scalable program outlined on pages [10-11](#). We FOCUS on our own and indigenous women-led organization's sustainability while creating greater social capital. We BUILD on success linking our rights-based, bottom-up empowerment work with short-term economic benefits for women and their communities. We CONTINUE our years-long effort to promote gender, economic and political rights and free and informed participation in electoral politics and governance. And we PRODUCE high-quality animation, photography, video and film to promote our work and learning.

INCLUSIVE STORYTELLING

We use storytelling training as a leadership-development and-marketing tool. We continue helping local women and their organizations to create and relay their stories. And we use high-quality animation, photography, video and film to promote our work and learning in Spanish and English.

RIGHTS' PROMOTION & ELECTORAL PARTICIPATION

We continue our years-long effort to educate vulnerable citizens on their rights while promoting free and informed participation in electoral politics and governance.



Otomí leader, Huehuetla, Hidalgo. Photo by Diogo Heber.

Q+A

INDIGENOUS WOMEN PARTNERS

Is PSYDEH's rights-oriented, civic education work important?

Otomí Woman I: Yes. We are now more aware about [and] more open to knowing what we have and what we are doing; we now know how to defend ourselves.

Do you think knowing about the right to access public information, and how to use it, is important to rural, indigenous women?



Otomí Woman I: It is very important for us to know, as citizens, that it is our right to be informed about the government's budget, how much the municipal president makes, or how much the people inside city hall make.

Otomí Woman II: I want to see what they do with public money, what they do in the villages when they come here for projects and all that. I want to know if government gives us all of the money, or if they hold on to it for themselves.

Tepehua Woman I: When it comes to a solicitation for information, I didn't know how one could make a request to know something about a municipal, state or federal issue? Now, I have this experience, and I know how to do it.



Do you think knowing about the right to personal data privacy is important to rural, indigenous women?

Otomí Woman I: Yes. We have the right to not to give our personal information to anyone.

Otomí Woman II: If someone is using my personal data I can demand that they stop doing this until I give my permission.

Otomí Woman III: Participants in the government assistance program Prospera, a program that any political party always mention, are sometimes threatened with losing their benefits if they don't let the political parties use their personal data. I now know that there are institutions that can help us defend our right to protection of our personal data, and to explain to us why benefits are cancelled and things like this.



Q+A

SOFÍA GARZA FRAGOSO

Where and what did you study? Why these subjects? And where do you live now?

I live in Tlalpan, Mexico City. I have a degree in International Relations (IR) from Tecnológico de Monterrey, Mexico City Campus. Throughout my academic training I generated an interest in public policy and social projects with a focus on human rights, gender and anti-corruption and open government issues.

You could volunteer with any of the thousands of Mexican nonprofits, why PSYDEH and how and why did you start working with PSYDEH?

I learned about PSYDEH when doing a school project for my Gender Studies course. As a group, we decided to launch and manage a national crowdfunding campaign. This involved my traveling to Acaxochitlán, Hidalgo to produce audiovisual material and then organizing an event with PSYDEH and some of their women partners on my university campus. Once the project was completed, we agreed that I could continue collaborating with them. It was my first experience collaborating with a nonprofit; I loved what I did. And the direct work in the field was, without a doubt, the most valuable part. I saw first-hand how PSYDEH works with their local partners, and I felt welcomed and supported by my colleagues.



Do you see rural and indigenous women life as similar or different from your own life as a young professional in Mexico City?

I think indigenous women's lives are very different from mine. First of all, I have access to quality education and health services. Likewise, as a woman, I have developed in an environment that seeks equality which, in turn, has allowed me to question and challenge the gender roles that are assigned to us as women. In contrast, the indigenous population in Mexico (and Latin America) has been excluded and neglected, resulting in the deprivation of human rights and the denial of opportunities.



Huehuetla, Hidalgo. Photo by Damon Taylor.

However, I also recognize that living in such a large and dense urban area takes me away from the Earth and Mexican traditions. Overcrowded shopping malls, streets without sidewalks, and few public spaces keep people from living together and push them to live in the hustle and bustle, always busy and always in a hurry. Whereas, I believe that indigenous women and their communities live and perceive the world differently, and from my perspective, feel and are much closer to their land and the people around them.

What have you learned, how have you been impacted, during your time with PSYDEH? In what ways, if any, do you see PSYDEH practicing its ethos of learning, educating and impacting with Mexican citizens?

During my visit to San Gregorio, I interviewed many women. Their insights changed my perspective on poverty and women's empowerment because I had the knowledge about these issues but not the experience. I learned that there are times when my role as a partner and ally is to give voice to others and to listen. At the same time, I became familiar with how to build and implement a social project, something that was key to my professional development; it led me to focus on these issues in current work with UNICEF.

PSYDEH's ethos permeates their relationship with Hidalgo's women and in their general dealings with the entire team of paid and volunteer staff. There have always been spaces for exchange beyond the work, and I notice a genuine interest from the team to improve human development levels in Hidalgo's communities. I see how PSYDEH's projects are not welfare-oriented or ways for them to make personal gain; on the contrary, they are committed to empowering women to be agents of change for development.



Sofia in political rights workshop, Tenango de Doria, Hidalgo



Sofia and PSYDEH team and partners.

Q+A

MAHATHI KUMAR

You studied neuroscience at university. Could you explain a little bit about your role with PSYDEH, what you have done with the organization, if and how your studies are relevant to your PSYDEH work?

I studied physiology and neurobiology at the University of Connecticut. After graduating in 2018, I moved to Mexico as Fulbright scholar, working as an English Teaching Assistant (ETA) at a polytechnic university in Tepatepec, Hidalgo. Fulbright requires me to do a side project apart from teaching, to help me further integrate into the community. Since October 2018, I have collaborated with PSYDEH as the “Coordinator of Special Projects”. I created our photo and video privacy policy, including local partner consent forms. I help prepare to launch a 2018 global crowdfunding campaign, and I am working on strategic communications like our first animated lesson and new website.

What I studied is directly applicable to PSYDEH’s work. The human brain is elastic. As it grows, our minds or consciousness evolves. Because education is a big part of what we do, we hone in on this elasticity to alter what we as staff, our women-partners and other Mexican citizens mentally imagine for our communities and our roles in them. We make sustainable, needed change through behavior evolution and thinking around such behaviors. I contribute to this change through the

projects on which I work. I think anyone involved with PSYDEH would tell you that these processes are slow. Brain growth and consciousness growing takes time, repetition, and most importantly in my eyes, the practice of the disciplines of love, which is one of our fundamental values. It has been an incredible experience to apply what I learned in university while also broadening my horizons via PSYDEH’s work.



Diana Ramírez, regional women-leader training workshop. Photo by Damon Taylor.

Do you see similarities between rural and indigenous women life and your own life as a young professional in the US and women in India, your family’s country of origin?

The women-partners with whom we work have a routine. They wake up and do what needs to be done. They are “amas de casa”, farmers, and businesswomen. They take on many roles, and each one is important. The women in my family in rural, southern India are the same. They wake up and put on their many hats for work in and out of the home. Though my everyday tasks look incredibly different from those of PSYDEH’s partners and those of my family in India, I also wake up in the morning and put on my many hats. We all do what needs to get done, what is important to our families and communities.



Mahathi Kumar, special projects coordinator, with PSYDEH international friends and local partners.

What have you learned during your time with PSYDEH?

When I moved to Mexico, I was convinced that I was going to be a doctor. After my experience with PSYDEH and learning more about the roots of development challenges and how to think about sustainably solving them, I’ve switched tracks. I am now applying to law school. Though I remain interested in health and medicine, I realize that the impact I want to make can be achieved from varied angles. PSYDEH truly has changed my life in helping me to recognize how to best make the impact that I want to make... I have strengthened professional skills needed to work on a team, work remotely, and work with people from different backgrounds, professional, cultural or country. I have learned how to do work that is, in my eyes, not always easy and sometimes quite frustrating, but with love.

In what ways, if any, do you see PSYDEH practicing its ethos of learning, educating and impacting with Mexican citizens?

This is apparent in many ways. Whether it is making a strategic plan to attack a project with other members of our Mexico City-based team or going into the field to implement a workshop, we always do our best to ensure that which we do involves learning, educating, and impacting. And we are better for it.

The way our scalable model is designed, the importance of feedback to our work, also demonstrates a strong commitment to learning, educating and their link to a measurable impact. We are constantly looking for feedback from all team members. We give everyone the space to express their honest thoughts. It is key to learning. We value how constructive criticism is essential to actionable feedback, for those giving or receiving it. As our team is incredibly diverse—gender, profession, language, culture, ethnicity, we recognize that there is always something to be gained from hearing the other’s perspective.



Mahathi Kumar, storytelling training initiative strategic planning, main office.

Q+A

ELENA MONTSERRAT GARCÍA LÓPEZ

Why is PSYDEH's work is needed in Mexico in 2018?

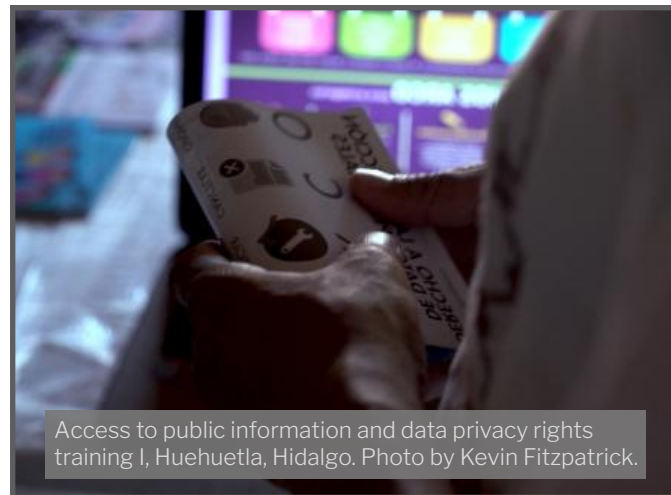
During my university training I had the wonderful opportunity to be immersed in the indigenous communities of the Otomi-Tepehua mountain range as a coordinator of a missionary group. I found in this volunteer experience the most noble activity to help people who live and face contexts of vulnerability, such as poverty, discrimination, violence, economic and social inequality. For me, to be a volunteer is to donate your time, to give the strength of your body and heart to help others, and in that way manage to sow the seed of change in the life of someone who needs it.

PSYDEH represents all the values that a person like me, a Mexican professional with experience in volunteering, seeks in a civil society organization to create real change in indigenous communities. As a woman, I am happy to know the work that PSYDEH does specifically for the empowerment of indigenous women, since they are the ones who know the reality they face as a collective, their families and the needs of their communities. Including women in public decision-making is indispensable for Mexico's democratic development, but to achieve this there must be a political and democratic education that reaches all corners of our country, that is what PSYDEH is achieving.

What I like most about PSYDEH's philosophy is how they see indigenous women as partners and not as beneficiaries of the organization. Empowerment begins with the language used, and by having women as members. They are given a place and a value within the organization to raise their voice and find in that space a vocation for leadership that can begin with their neighbors and their community and then grow to a municipal or regional political or economic environment.



Access to public information and data privacy rights training I, Huehuetla, Hidalgo. Photo by Kevin Fitzpatrick.



Access to public information and data privacy rights training I, Huehuetla, Hidalgo. Photo by Kevin Fitzpatrick.



Regional women leader-training workshop, Tulancingo, Hidalgo. Photo by Damon Taylor.

TAKE ACTION

Join our groundbreaking work by offering your unique skills, helping us raise money, and spreading the word.



CONNECT

Visit our website, follow us on Facebook, Instagram, and Twitter.



INVEST

Join hundreds from around the world donating to our crowdfunding campaigns with GlobalGiving.



VOLUNTEER

If you are a fundraiser, graphic-designer, filmmaker, all-around change maker, WE WANT YOU!



PARTNER

We're looking for win-win PPPs. Let's talk about how we can impact, together.



BUILD

Help us build social capital, sponsor a PSYDEH event at home or abroad.



SHARE

We are humans. Our stories matter. Share yours, our posts, talk us up. We're stronger together!

5

Reasons to JOIN PSYDEH & WOMEN PARTNERS

86

Percent of indigenous women living below the poverty line in focus area.

18

3rd-party sustainable production projects linked to PSYDEH since 2015.

3

Million peso value of 18 projects led by or benefiting women partners.

4

Women-led NGOs launching their own first projects in 2018-2019.

2000

Indigenous citizens educated directly/ indirectly over three years.



Creating local solutions to problems



Kind stranger towing PSYDEH's field vehicle, San Bartolo Tutotepec, Hidalgo. Photo by Kevin Fitzpatrick.



CONTRIBUTORS

As PSYDEH breaks the grassroots Mexican nonprofit mold for making impact in the area of community-led development, our contributors inspire us to stay the course. Without over 300 individual citizen investor-donors from around the world in 2018, and institutional friends and partners, we would be nothing. We celebrate here in spirit our global investor-donors and recognize our institutional contributors, with enormous appreciation for the impact we make together!

Famous embroideries from Tenango de Doria, Hidalgo. Photo by Damon Taylor.



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