

# Project Fair

Club Rotario  
San Miguel  
de  
Allende-Midd  
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D4140

SMA,Gto.



# Girls' Empowerment Program SMA

The Girls' Empowerment Program SMA seeks to transform the lives of girls in San Miguel de Allende, Mexico by addressing menstrual education, expanding opportunities, and delivering sustainable solutions that strengthen self-esteem and reduce gender inequality. Today, 80% of girls lose self-esteem at puberty due to a lack of accurate information, and menstruation remains a taboo topic—often labeled dirty or shameful. This silence limits girls' participation in school, contributing to learning gaps and higher dropout rates. Our program responds with a holistic approach that combines education, opportunity, and sustainability to empower girls to embrace their womanhood with pride, dignity, and confidence.

**Área of focus: Water, Sanitation and Hygiene**



# The problem

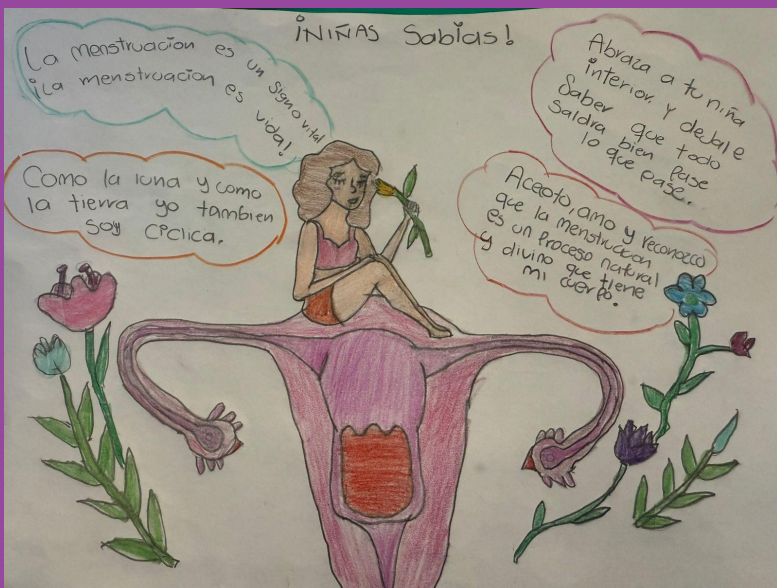
- Menstruation is poorly understood and stigmatized, leading to misinformation and shame.
- Girls frequently miss up to a week of school each month, causing cumulative learning losses and higher dropout risk.
- Without access to affordable, safe menstrual products, girls face barriers to attending class, participating in activities, and pursuing future opportunities.
- Gender inequality persists when girls lack knowledge about their bodies and self-care.



# Our solution

The Girls' Empowerment Program SMA provides a holistic, culturally sensitive framework that blends:

1. Education: Understanding their bodies, building self-esteem, and making informed decisions.
2. Opportunity: Keeping girls in school and expanding future life opportunities.
3. Sustainability: Providing reusable, eco-friendly menstrual kits that last up to three years.



# How it Works / Sustainability

- Niñas Sabias Model: Building on the proven Niñas Sabias educational model, the program delivers workshops integrating cultural rituals, biological science, and spiritual exercises to help girls embrace femininity and self-care.
- Local Empowerment: Training local women as teachers—10 graduates in 2022 now lead workshops to ensure cultural relevance and long-term capacity.
- Institutional Collaboration: Partnering with the Secretary of Education of Guanajuato (SEG) for planning, coordination, and credibility with authorities.
- School-Based Delivery: Workshops held during school hours—2 hours a day for 5 days.
- Sustainable Kits: Graduates receive reusable menstrual kits lasting up to 3 years, reducing monthly costs and environmental waste.



# First Phase History to Date (Pilot and First Global Grant GG2240058)

From January 2023 through July 2025, the program has reached significant milestones:

- 3,600 girls participated across 100 primary schools and 3 secondary schools with 184 workshops held during school hours.
- 3,513 menstrual kits were distributed to girls completing 4 out of 5 workshop modules, plus 114 kits provided to Wise Assistants (teachers/facilitators).
- Program cost-efficiency maintained at less than \$40 dollars per girl.

## Outcomes

- 95% of participants reported increased knowledge and confidence, with intentions to share learnings with family and friends.
- Girls experienced greater self-love, health awareness, and empowerment.
- Kits were valued for their practicality, discretion, and comfort, motivating environmentally conscious use.
- Girls reported fewer school absences and better focus in class, supporting academic progress.



# Conclusions and Vision



This program fosters dignified, healthy, and stigma-free menstrual management, advancing gender equity in the community. Positive shifts in girls' perception and experience of menstruation lead to improved safety, confidence, and school attendance.



By breaking taboos, the program aims for generational change—empowering girls to become informed, confident, and capable women.

Environmental stewardship and family economic benefits grow through use of eco-friendly kits. Teachers remain crucial to sustaining impact.

# Budget



#	Category	Description	Cost in MXN	Cost in USD
1	Supplies	Menstrual Kits / Shirts / Equipment Materials/ Printed Materials	750225.00	40553
2	Training	Training Upgrades /Education	99000.00	5351
3	Personnel	Teachers	639975.00	34593
4	Operations	Transportation	280000.00	15135
5	Project management	Project Promotion	49700.00	2686
6	Monitoring/evaluation	Management / Coordination / Acctg	263200.00	14227
7	Project management	Contingency	208210.00	11255
		<b>Total budget:</b>	<b>2290310</b>	<b>123800</b>

# Funding

We will be working with our international club, the Nevada City 49er Breakfastclub of District 5190.

We seek USD \$123,800 to fund the next phase, reaching 3,000 girls. Funding will support:

- Production, distribution, and replenishment of reusable kits.
- Training and mentoring of 12 new teachers for community workshops.
- Collaboration with SEG for program integration into school systems.
- Ongoing monitoring and evaluation of impact.

Supporting the Girls' Empowerment Program SMA is an investment in girls' health, education, and leadership potential. Equipping young women with knowledge, tools, and mentors builds a more equitable, confident, and thriving community. Your funding will spark lasting cultural change—end stigma, improve school retention, and empower girls to shape a better future for themselves and San Miguel de Allende.

We respectfully request cash contributions and District Designated Fund (DDF) support to achieve our goals.





# ¡GRACIAS!



For additional information or to contribute, please contact: Rotary Club of San Miguel de Allende-Midday

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