



CREATING A POSITIVE IMPACT IN GUATEMALA
WE BELIEVE IN SECOND CHANCES



SÉ PARTE DE NUESTRO PROYECTO

NUESTRO RETO

Es regresar la confianza en la sociedad de que el cambio y las segundas oportunidades son una realidad. Que es un trabajo de todos, del sistema de justicia y de la sociedad civil, en ser parte de este cambio. Que debemos ser el puente y la voz, de un futuro mejor.

“This project, in addition to occupying women in a useful task, teaches them that another future is possible and that when they leave prison, they can dedicate themselves to honest work..”

Look Magazine, Guatemala

PROBLEM

EXTORTION

The damage of this practice has seriously affected the country's economy, to the extent that it drives away investment.

Spanish Newspaper El País

"90 percent of the extortion calls come from prison centers ."

El Periódico Guatemala

"...crimes that are committed from inside the jails are related to two phenomenas: the lack of control due to overcrowding and the lack of rehabilitation projects ". Center for National Economic Research (CIEN)

"**Extortion** by gangs and organised crime groups plays a significant role in reducing general economic opportunities by **crippling the performance of local businesses.**" Internal Displacement Monitoring Centre

PROBLEM

EXTORTION

“Guatemala Department– Level 3: Reconsider Travel

Violent crime, such as armed robbery and murder, is common. Gang activity, such as extortion, violent street crime, and narcotics trafficking, is widespread. Local police may lack the resources to respond effectively to serious criminal incidents.” U.S. Department of State



SOLUTION

Our **vision** to solving this problem is Improved citizen security in Guatemala. This means a "safer Guatemala for all" where violent crime is not a norm and extortion does not play part in the everyday lives of citizens

Our **mission** is to provide a dignified quality of life for current and released prisoners.

WHAT DO WE WANT?

As an enterprise working in the Guatemalan prison system we want...

- Incarcerated prisoners engaging in legal and meaningful work to sustain well-being.
- Released prisoners not returning to prison.
- Released prisoners with sustained and dignified employment.

WHAT WE DO IN ORDER TO ACHIEVE THIS IMPACT...

- Vocational activities
- Opportunities for growth
- Team work + belonging to community
- Access to a healthy and secure space (safe space).
- Recreating the real world professional spaces in prison
- Economic opportunities within the prison.
- Safety net outside of prison to connect released prisoners with job market.

OUR VOCATIONAL ACTIVITIES INCLUDE...

- **6 months of vocational training, certified by the Ministry of Education Guatemala.**
- **Interview skills**
- **CV writing experience**
- **Timeliness and Discipline**
- **Graphic Design Expertise**
- **The art of silk screen printing**
- **Quality Control**

WHAT DO WE DO?

Since 2011, we rehabilitate people deprived of their liberty through education, work and other activities.

We provide them with training for a dignified reintegration into society.

We do this in the **Serigrafía de la Gringa**, where the rehabilitated people work in the manufacture of t-shirts and in the printing of arts.

OUR VALUES

- **The transparency of the people who make up the project.**
- **Sincerity and humility in accepting mistakes.**
- **Responsibility and punctuality.**
- **The confidence of knowing that a person can improve and give a chance to the leadership that lives in each person.**
- **We believe in valuing empowered and entrepreneurial women**

HOW DO WE WORK?

Inside the Preventive:

There is the furniture and machinery necessary to take out the production such as: octopus, industrial plate, flashback, compressor frames, inks, computer equipment, among others.

Prisoners are trained for a period of six months and must complete various educational workshops, focusing on values and leadership, and only those who believe in change and a second chance participate.



WHAT SERVICES DO WE OFFER?

CONFECTION


We create designs of all types from long sleeves to sports t-shirts, we have molds that favor all sizes and designs. We have cotton and sport fabrics

PRINTING

We print all types of artwork, in full color and with high quality. Up to 14 colors per garment.

QUALITY

Thanks to an excellent selection of suppliers, dedication, perfection and professionalism, we can deliver a high-quality product.



Second Chances

Serigrafía
de
La Gringa



THANKS

THEORY OF CHANGE

Vision

Improved citizen security in Guatemala

This means a "safer Guatemala for all" where violent crime is not a norm and extortion does not play part in the everyday lives of citizens

Mission

Dignified quality of life for current and released prisoners

Impact

Incarcerated prisoners engaging in legal and meaningful work to sustain well-being

Released prisoners not returning to prison

Released prisoners with sustained and dignified employment

Outcome

Prisoner with professional life skills

Prisoner experiences positive change in vision of the future (re-imagined self)

Prisoner is equipped with applicable vocational skills

Prisoner able to cope with challenging situations

Prisoner with greater financial independence and financial literacy

Prisoner with knowledge/access to legal job market within/without the prison

Output

Team work + belonging to community

Opportunities for growth

Recreating the real world professional spaces in prison

Access to a healthy and secure space (safe space)

Economic opportunities within the prison

Vocational activities

Safety net outside of prison to connect released prisoners with job market

Activity

Writing and responding to e-mails and calls to and from clients and potential clients.

Purchase of materials (fabric, inks, thread, etc)

Quality Control

Packing finished product

Interview skills
CV writing
Timeliness

Printing and Ironing Shirts

Following up with clients post order.

6 months of vocational training, certified by the Ministry of Education Guatemala.

Cut n Sew of shirts

Graphic Design

Evaluating surveys from clients

Delivery of product to the clients.

Foundation activities

Updating social media on advances, new products and story telling.

SALES PROJECTION OF ORGANIC GROWTH

