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Namaste's Mission & Values



Namaste's mission is to empower economically vulnerable Guatemalan women with skills and resources to increase their cash-flow, achieve financial security, and pursue their dreams.

Namaste's work is guided by the following values:



1. Relationship-based approach. Our authentic connection with our clients is rooted in respect and supports them to grow their businesses and pursue their dreams.



2. Driven by impact. We measure our clients' change in profit, learning outcomes, decision-making power and hundreds of other data points to analyze our impact.



3. Rooted in social justice. Namaste is not your average charity. We level the playing field for hard-working women in Guatemala to achieve economic security and equip them with skills to earn more money throughout their lives.



4. A healthy ecosystem of women's empowerment. Namaste seeks to partner with mission-aligned NGOs that provide other critical women's services to create a healthy ecosystem of women's empowerment in Guatemala.



5. Power of proximity. Namaste's programs are locally-run by a dedicated Guatemalan team, well-versed in the languages and cultures of the women we serve.

Namaste's Strategic Goals

Below and in the following pages, you will find more information on Namaste’s goals, along with strategies to achieve them, and our expected outcomes. Our team has enthusiastically collaborated to develop this plan, and we also recognize that the strategic planning process is dynamic. We will continuously monitor our progress and incorporate the voices and data from our clients in our analysis. One of the benefits of being a lean and data-driven organization is that we are nimble and can refine our programs on the fly, as necessary.

All of these goals seek to reduce the incidence of poverty and gender inequality throughout Guatemala by equipping women entrepreneurs with the skills and resources they need to run profitable businesses, achieve financial independence and pursue their dreams.

Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7
GROW	DIGITIZE	EXEMPLIFY	IMPROVE	AMPLIFY	GALVANIZE	FUND
Increase women in the CPP & expand to new regions	Digitize financial education to empower women beyond the CPP	Exemplify our commitment to women’s empowerment	Improve loan repayment rates and explore new financing models	Assert Namaste as the leader in women’s economic empowerment	Galvanize Namaste’s staff, board and donors to co-create a shared future	Increase revenue to fund annual expenses and strategic initiatives



Goal 1. Increase the number of women in our CPP and expand to new geographic departments

Namaste’s CPP was designed to empower the 73% of Guatemalan women who are self-employed in the informal economy. On average, these women have just four years of formal education and they lack fair access to capital, financial literacy and basic business skills. The CPP equips female entrepreneurs with the resources and competency to grow sustainable businesses which is life-changing for the women and their families, and a crucial aspect of fighting poverty in Guatemala.

In 2022, 375 women completed the CPP. Over the next three years, we will expand our reach into new regions and increase the number of women we serve by 55%.



Strategies

Strategy 1.1 Hire two new field staff in Escuintla in 2023.

Strategy 1.2 Cultivate relationships with NGOs who support women in Escuintla, Retalhuleu and other areas of strategic growth.

Strategy 1.3 Hire three new staff in Retalhuleu in 2024.

Outcomes

Increase to 400 CPP clients in 2023

Learn local landscape, and spread awareness about CPP in new regions

Increase to 600 CPP clients in 2024

Goal 2. Digitize financial education to reach equip women beyond the CPP with Women's Economic Empowerment (WEE) training



Over the next three years, Namaste will share our education with thousands of women outside our CPP via a brand-new women's economic empowerment video library. Namaste will distill our financial literacy training into 20 short, simple video clips using financial heuristics. These five-minute clips cover basic financial skills like goal setting and budgeting. At the end of each video clients complete a short quiz on the material so that we can track their learning outcomes.

This new Women's Economic Empowerment (WEE) video library will augment our Creating Prosperity Program while lowering costs. In addition, we intend to offer several videos in a new, Workshop-In-A-Box toolkit which will be available for public use. Digitizing our curriculum also creates a leadership pathway for Namaste's clients to become mentors and facilitate workshops within their communities.

Strategies

2.1 Produce Namaste's Women's Economic Empowerment Video Library in 2023.

2.2 Create Workshop-in-a-Box Toolkit for strategic partners in 2023.

2.3 Pilot Community Mentorship program to train Namaste's clients to facilitate workshops in their communities and promote the CPP in 2024



Outcomes

Reach 10,000 women through YouTube by 2025

Reduce cost per client in our DCP by 20%

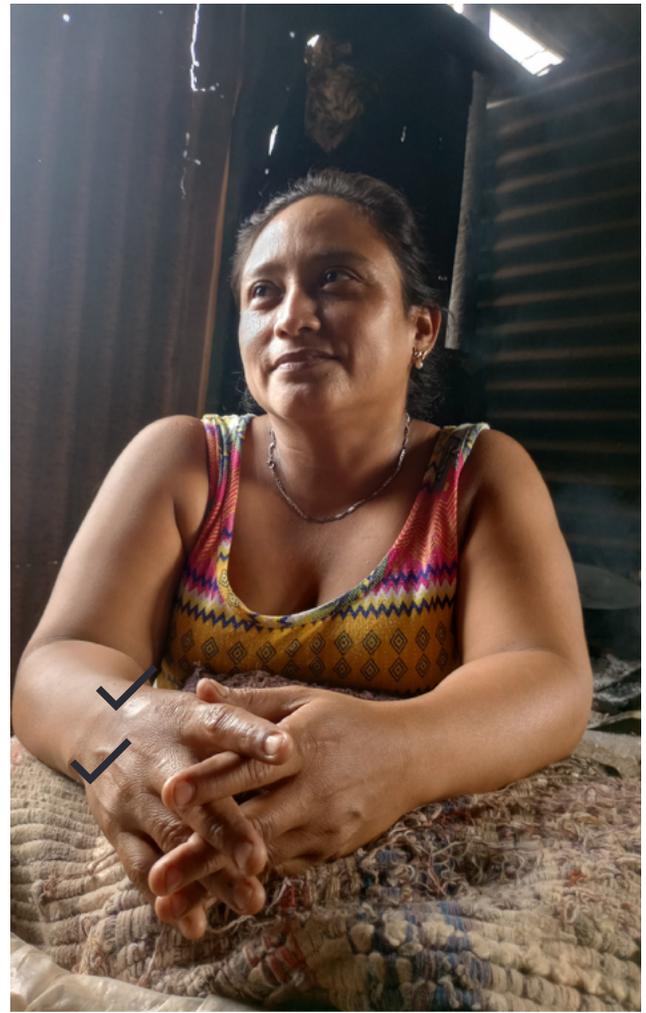
600 workshop participants in 2024 and beyond

20 Mentors in the field in 2024 and 40% increase in CPP Clients by 2026

Goal 3: Exemplify our commitment to women's empowerment in our staffing, program development & evaluation

As we expand and deepen our impact over the next three years, Namaste will re-energize our commitment to women's empowerment in all aspects of our work. We will prioritize hiring female field staff and also more skillfully incorporate the voices and perspectives of past, current and future clients into our program design.

In the meantime, Namaste's current staff will receive training on the gender-based barriers and biases here in Guatemala, and be able to articulate a common framework for equity and inclusion. This training will also support Namaste's team in defining a shared philosophy that is based on women's empowerment. In addition to strengthening our program design, we will re-energize our team to achieve our new strategic goals.



Strategies

3.1 Hire women for new positions whenever possible.

3.2 In 2023, coordinate professional development training for all Namaste staff to align our policies and programmatic interventions based on a common philosophy rooted in women's empowerment.

3.3 Establish a Namaste Client Advisory Council (NCAC) of 12 clients to advise on new program development in 2023.

3.4 Create incentive based bonus plans for staff to innovate new ways to economically empower women and monitor new metrics that demonstrate women's growth as entrepreneurs and individuals.

Outcomes

By 2024, 50% of Namaste staff will be women.

Namaste's participants and followers will gain a clear understanding of women's economic empowerment

Improved program design due to incorporating the perspectives of our beneficiaries.

Create a team culture that fosters innovation and collaborates to achieve organizational goals.

Goal 4. Improve loan repayment rates and explore new financing models



While some MFIs prioritize profit over the well-being of borrowers, Namaste’s priority is for our borrowers to succeed in their businesses. We recognize that lending to economically vulnerable borrowers comes with inherent risk, and as such, Namaste’s loan repayment rate is slightly below the industry standard. We are committed to recruiting clients who are well-positioned to succeed in our program, but with the prevalence of over-indebtedness in Guatemala, it has become challenging to find women who have less than 30% of income compromised by other debts. We are currently re-examining our loan program and developing alternative models to financing for women. Over the next three years, we seek to improve our loan repayment rate and experiment with new ways to provide women with capital.

Strategies

- 4.1 Revise existing program staffing structure and policies to encourage full and timely loan repayments in 2023.
- 4.2 Experiment with new models to provide our clients with capital in 2024 and 2025.
 - Experiment with altering the interest rate and guarantee in 2025
 - Pilot a Cuchubal program, matched by donors and/or a cooperativa model for prospective clients who are ineligible for traditional loans due to poor credit scores.

Outcomes

- Reduce loan default rate to industry standard
- Increase percentage of CPP graduates.
- Namaste attracts more clients with competitive rates and savings incentives.
- Economically empower more women by offering an alternative to loans.

Goal 5. Assert Namaste as the go-to organization for women’s economic empowerment in Guatemala

Namaste equips women with the skills and resources to increase their profits and manage their money, which gives them agency over their lives and the opportunity to pursue their dreams. We are eager to share our 15 years’ experience and learn from other local and international leaders on the topic of women’s empowerment.

Over the next three years, Namaste will participate in the abundant networking groups that exist for women, entrepreneurs, NGOs and micro-finance institutions in Guatemala. Actively pursuing connections with like-minded organizations and funders is critical to our expansion. In addition, Namaste must invest in a communications strategy to engage our donors, clients and prospects. Dedicating strategic focus and time to amplifying Namaste's leadership in women's economic empowerment will help us in all aspects of our work.



Strategies

5.1 Develop and implement a compelling digital communications strategy with content in Spanish and English in 2024.



5.2 Create an online platform for Namaste clients to network with one another and access educational materials to support their business growth.



5.3 Attend and pursue speaking engagements at high-level conferences such as CADF, Women Deliver, FLII, Pro Mujer, Rotary conferences, Seattle International Foundation.



Outcomes

Build social media following to 20k within 3 years.

Women entrepreneurs throughout Guatemala connect and access free, quality educational content.

Build our circle of influence with thought leaders, prospective partners and, new funders.

Goal 6. Galvanize staff, board, and donors to co-create an inspiring future

In many ways, this plan represents Namaste's transition from our adolescence to adulthood. Namaste was born from Bob Graham's vision, and it has grown under his skillful guidance over the past 15 years.

Bob plans to continue his involvement as a founder while passing the torch to the Namaste leadership to keep our important work going for years to come.

Imperative to Namaste's future is creating a clear succession plan, engaging our board to support our growth, and inspiring donors invest in our current and strategic plans.



Strategies

6.1 Create a thorough succession plan to identify and resolve vulnerabilities in staffing and decision-making by the end of 2023.

6.2 Clarify and commit to increased board participation in March 2023.

6.3 Namaste Executive Team develops an external communications plan to share our succession and strategic plans with prospective partners, donors, clients, etc.



Outcomes

Structured staffing and training process, employees at all levels of the organization are well-prepared to build a prosperous future for the organization.

Namaste's trajectory gets on the "growth" stage of the nonprofit lifecycle.

Goal 7. Increase revenue to fund annual expenses and strategic initiatives



The next three years will be a critical phase of fundraising for Namaste.

Our current individual donor base is small and many of our current supporters give because of their personal connection to Bob. While retention and upgrading our existing donors will remain a priority, our fundraising strategy will focus on attracting a younger donor base with a connection to the cause. To do so, we will offer more opportunities to connect with our work within Guatemala. We are also committed to developing relationships with more mission-aligned foundation partners and donors with transformational giving capacity. Another critical ingredient of success will be building our staff capacity to manage Namaste's online presence (social media, website, crowd-funding, and SEO).

Strategies

- 7.1 Enlist Namaste Board, donors, student clubs to host house parties, crowd funding campaigns, Guatemala trips and events for Namaste.
- 7.2 Host a minimum of two events per year in Guatemala, engaging tourists and NGO partners
- 7.3 Build relationships with local Guatemalan foundations, the US Embassy in Guatemala and multilateral institutions.
- 7.4 Cultivate relationships with women's funds and women's entrepreneur networks within the US and Central America.



Outcomes

- Grow our individual donor base by 10% each year over the next three years and increase individual donations by 10%
- Raise a minimum of \$25k in new foundation revenue each year over the next three years.
- Increase monthly donations by 20% by 2026

CONTACT US

**"We are volcanoes.
When we women offer our experience as our
truth, as human truth, all the maps change.
There are new mountains. That's what I want –
to hear you erupting." -
Ursula Le Guin**



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