



**FOUNDED:** 1992 as Hispanic Mother-daughter Program of the Junior League of Austin. Transitioned to independent 501c3, Con Mi MADRE – Mothers And Daughters Raising Expectations – in 2008.

**CURRENT ORGANIZATION**

**BUDGET:** \$1,153,407

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**PROBLEM & SOLUTION**

At the current rate of postsecondary degree completion in the U.S., by 2020, **we will fall short 5 million educated workers** necessary to maintain our economy. Latina/o children are the fastest growing population, particularly in Texas, with the potential to fill our nation’s need for an educated workforce. However, a Latina student in Texas is **2x times more likely to drop out of high school** and **2x times less likely to earn a college education** compared to her females classmates. If she gets pregnant in high school, her **chances of a college education drop to 2%**. Latina/o economic success – and the success of our broader economy – hinges on helping Latina youth break the cycle, earn a postsecondary degree, and join our educated workforce.

**Con Mi MADRE provides young Latinas with a 260% better chance at a college education.**

**UNIQUE VALUE PROPOSITION & COMPETITIVE ADVANTAGE**

Con Mi MADRE delivers evidence-based, culturally relevant education and support services to young Latinas, **and their mothers**. Our highly trained staff guides our mother-daughter teams, starting in 6<sup>th</sup> grade, through a holistic curriculum that focuses on increasing academic success **and** socio-emotional learning over the course of 13 years until the girls, and sometimes **even their mothers**, earn a postsecondary degree.

**SOCIAL IMPACT**

Current Impact	Con Mi MADRE Latina	Non-Con Mi MADRE Latina
Teenage pregnancy	< 1%	10%
High school graduation	100%	86%
Postsecondary enrollment	77%	47%
Postsecondary persistence	54%	15%

Our impact doesn’t stop with the daughter as some of our mothers return to school, **3 are graduating college** May 2017, and 15% of our current students have younger siblings participating in our programming.

A mother’s education level is the strongest predictor of a child’s success in academics. By equipping more Latinas with an education, we’re creating **generational and cultural shifts** in the economic status and promise of the Latina/o community as a whole, who is currently the most uneducated and poorest segment of the U.S. population

**Ways to Invest**

**FINANCIAL SUPPORT**

- \$150,000 underwrites the start-up costs for 1 year of expansion plan
- \$18,750 supports one cohort of 15 mother-daughter teams to receive Con Mi MADRE services for a year
- \$2,750 opens up a world of opportunity by supporting 25 mother-daughter teams on a college campus tour

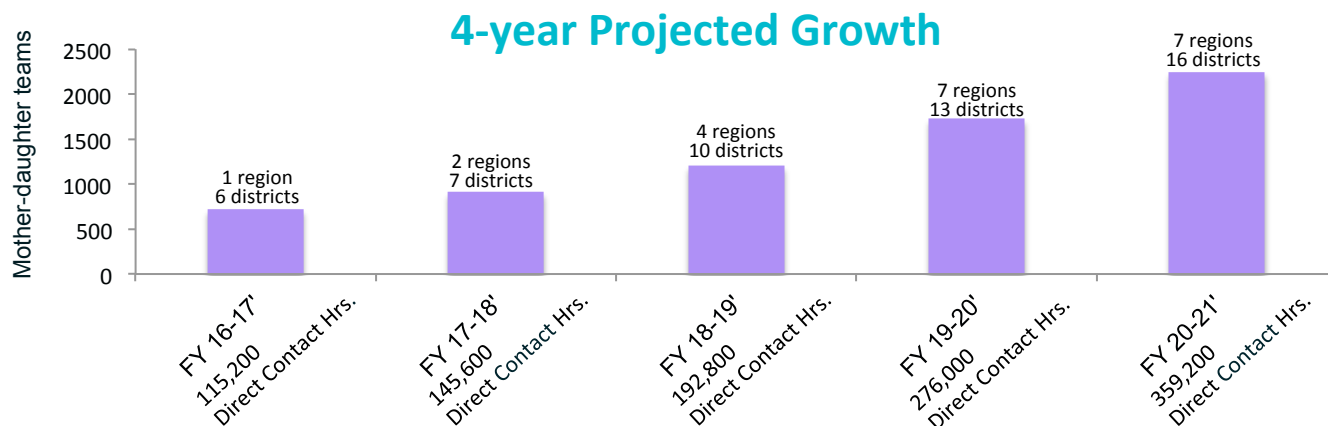
**IN-KIND SUPPORT**

- Expansion/franchise expertise to guide development of a national office and regional chapters
- Communications & marketing consultation to increase visibility, reach, and funding opportunities
- Technology assistance in developing data collection/management system to support regional chapters

\* Adapted from the Social Impact Investment Guide by the Social Innovation Forum, a program of Root Cause

## PROJECTED PROGRAM OUTCOMES

The chart below shows a summary of a 4-year expansion plan including number of mother-daughter teams served and number of direct contact hours delivered each year. Fiscal year is July 1 – June 30.



Expected Impact	2021
% of students with GPA at or above 3.0	75%
% of eligible students taking AP/Dual Credit Courses	75%
% of students graduating high school	100%
% of students directly enrolling into postsecondary education	85%
% of mothers that return to school	15%
% of students who graduate with a postsecondary degree (within 6 years)	60%

## CRITERIA REQUIRED FOR EXPANSION

To justify Con Mi MADRE’s resource investment, ensure fidelity of implementation and to maintain the unique cultural perspective of programming, we have a set of criteria that is required before a Con Mi MADRE chapter can open in a new region. A district or school system must commit to following:

- Starting CMM programming with **at least** 5 cohorts (75 mother-daughter teams) of 6<sup>th</sup> graders
- Continuing CMM programming with each cohort from **6<sup>th</sup> grade to 12<sup>th</sup> grade**
- Contributing to **at least** 50% of the cost of service delivery
- **Partnering** with CMM to access local philanthropy to underwrite remaining cost of service delivery

## LEADERSHIP & GOVERNANCE

**Dr. Teresa Granillo, Con Mi MADRE Executive Director**, knows the importance of this work personally. Not only has she spent over a decade studying Latina adolescent well-being and potential barriers to success, but Teresa grew up in a single-parent household with her mother who didn’t have an education. She is a first-generation college graduate and the first and only person in her immediate and extended family to earn a Ph.D. Prior to Con Mi MADRE, Teresa was a tenure-track Assistant Professor at UT-Austin School of Social Work.

**Karen Gonzalez, LMSW, Con Mi MADRE Program Director**, was the first in her family to graduate high school, get a college degree, and a master’s degree. Karen gained the inspiration to pursue college and a career in social work through Con Mi MADRE, starting in 6<sup>th</sup> grade when she and her mother joined the program. Karen’s two young sisters also went through Con Mi MADRE; one has graduated from college and the other is still currently enrolled. Karen’s mother committed 16 years to Con Mi MADRE, which has lead to a lifetime of possibilities for her daughters. Karen is passionate about influencing young Latinas the way Con Mi MADRE has influenced her and her family.

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