

Overview

20  
19



 **XtraOrdinary  
Women**

[xtraordinary.org](http://xtraordinary.org)     [@xtraordinaryorg](https://www.instagram.com/xtraordinaryorg)



# 2019 SUMMARY

## 03

We renewed our brand  
**NEW NAME.**  
**SAME PURPOSE.**

Our  
**MANIFESTO**

**10**  
**YEARS**  
**EMPOWERING**  
**WOMEN**

## 09

Our  
**TEAM**

Where we  
**WORK 2019**

Where we're  
**GOING 2020**

Our impact  
**IN 2019**

## 12

Our programmes  
**JOB SKILLS TRAINING**  
**PROGRAMME**

**New!**  
**XO BOOTCAMP FOR**  
**ENTREPRENEURS**

## 20

Our new  
**TALENT**  
**PLATFORM**

**XO**  
**NETWORK 2019**

**Job**  
**ALLIES**

**NGO**  
**PARTNERS**  
**&**  
**DONORS**

## 32

**XO**  
**AMBASSADORS**

**XO**  
**JANIXA'S TESTIMONY**

**Sponsor**  
**A WOMEN**

**Meet**  
**ANITA, the reason**  
**we exist**



## NEW NAME. SAME PURPOSE.

After 10 years, we  
decided to renew  
our brand.

Earth Education Project is  
now XtraOrdinary Women.

We decided it was time for our name and organization's image to align better with what we do: empower XtraOrdinary women. Inspiring individuals who have shown us the strength and courage it takes to break away from cycles of extreme poverty and violence. This new identity is a testament to how proud we are to work with them.



BEFORE



AFTER

A group of five women are seated around a table in what appears to be a meeting or workshop. The woman in the center is speaking and gesturing with her hands. The other women are listening attentively. The scene is overlaid with a semi-transparent red filter. In the background, there is a sign that says "EXTINTOR" and a vase with some dried plants on the table.

## **OUR MANIFESTO**

We believe the right opportunity has the power to change a woman's life and the lives of those around her.

# WHY

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*We believe education and work bring sustainable change to the life of a disadvantaged woman and the lives of those around her.*

# HOW

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*We achieve sustainable change thanks to our deep knowledge of the basic needs of the participants, our proximity to the communities and the strategic relationships with private sector allies.*

# WHAT

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*We empower women with job skills training programs, entrepreneurship bootcamps and job placement services. Focused on soft skills, coupled with psychosocial support, to give them the tools break the cycle of poverty and violence in their lives.*



## **Mission**

We empower women through job skills training, psychosocial support and job placement programs.



## **Vision**

To be Nicaragua's most recognized NGO serving women.



**10 years** empowering women.  
More than **1,000 lives** positively changed.  
In 2019 we have empowered **150 women**.



## Our team



**Andrea Samantha Paltzer**  
FOUNDER AND DIRECTOR



**Ana Patricia González**  
COUNTRY COORDINATOR



**Belinda Pérez Barquero**  
PSYCHOLOGIST



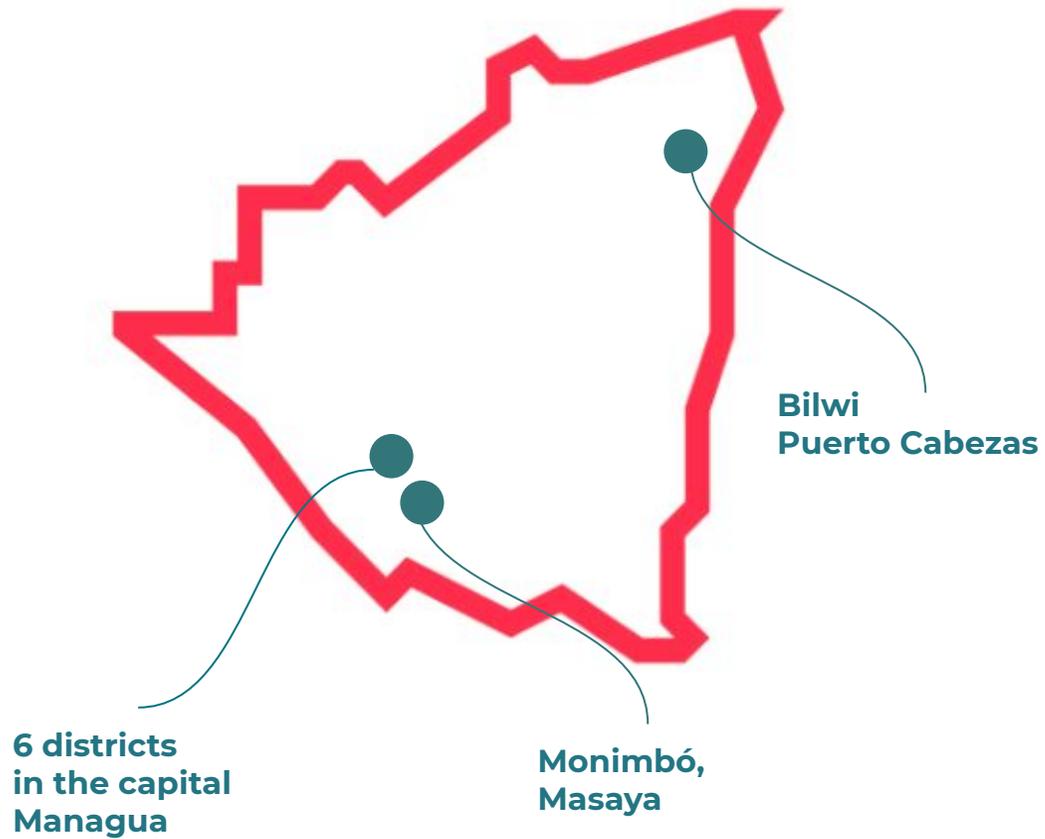
**María Silvia Guido**  
COMMUNITY  
COORDINATOR & JOB  
PLACEMENT



**Natasha Mercado Ortega**  
COMMUNICATION



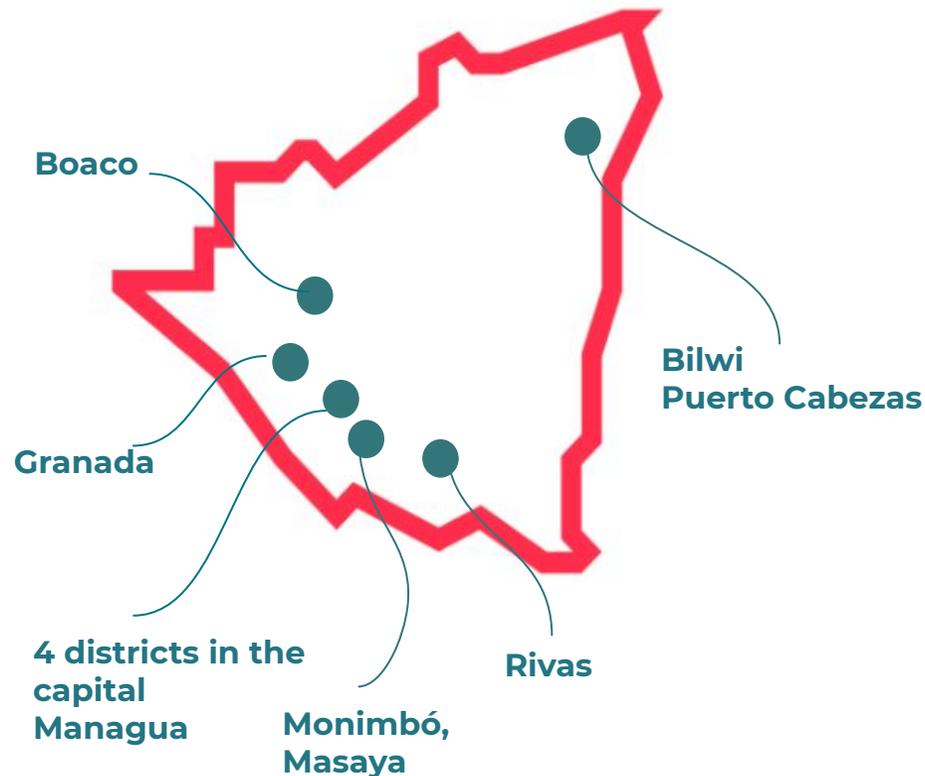
## Where we worked in 2019



**150 women  
empowered in 2019**



# Where we're going in 2020



**We aim to empower 300 women in 2020**



# 2019 in a nutshell...

365 (almost) jam packed days

XO Job skills training Programme



XO Bootcamp for entrepreneurs Programme



Graduates 2019



Partners 2019



**450**

hours of job skills training

**600**

hours of job search support

**80**

family visits with psychologist

**130**

intensive course hours

**30**

women entrepreneurs from vulnerable communities

**90**

hours of monitoring & evaluation visits to businesses

**150**

women supported

**+750 lives**

positively impacted.

**30**

community visits

**+40**

allies including corporate, ambassadors and employment allies in Nicaragua.

*And 1 XtraOrdinary Talent Platform launched.*

# OUR PROGRAMS

Job skills training

● Entrepreneurship Bootcamp

● Digital talent platform



# Job Skills training



## XtraOrdinary Job Skills Training

We believe the right opportunity can change a woman's life and the lives of those around her. We also believe that work generates a sense of dignity and accomplishment.

Our job skill training program is completely free for participants; It lasts 6 weeks of job skills training; 53 hours of workshops, followed by 6 months of support, which includes the job placement process.

Enrolled in our job skills training programme each participant receives: workbooks, family support and visits from our team and psychologist, job skills placement services, and a profile on our digital talent platform.





# XtraOrdinary Job Skills Training Programme



## **Soft skills for employment success**

Preparation for before, during and after the job interview.



## **Financial Planning**

Learning to manage my financial resources and eliminate the unnecessary.



## **Communication**

How we communicate on a personal level and in work spaces.



## **Life plan**

What goals do I have and how to achieve them.



## **Self-esteem**

Getting to know, love and take care of yourself.



# XtraOrdinary Bootcamp for Entrepreneurs



## XO Bootcamp for Entrepreneurs

Our 'XtraOrdinary Bootcamp for entrepreneurs' is aimed at women from marginalized areas living in cycles of poverty. Women who started small businesses, out of necessity, this is how they survive. Now is the time to help them grow their businesses.

The bootcamp is a one-month intensive, consisting of 130 hours of practical classes focused on subjects such as budgeting, sales strategy and business planning.

They become equipped with the tools they need to grow their businesses and reach more customers.





# XtraOrdinary Bootcamp for Entrepreneurs



Defining my business  
and product offer



Growth plan



How to calculate the  
cost of my product



Selling on  
social media



Monitoring and  
evaluation visits



Budgeting for  
sustainability



SWOT analysis



Sales targets



Business plan



Elevator pitch



# XO BOOTCAMP *Pilot*

**November 2019**

*Launch of XO Bootcamp for Entrepreneurs*

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This is a new programme for XtraOrdinary Women, launched in November 2019. This programme works with women who have already begun to work from home. We help them solve the barriers they are facing in making their small businesses grow.

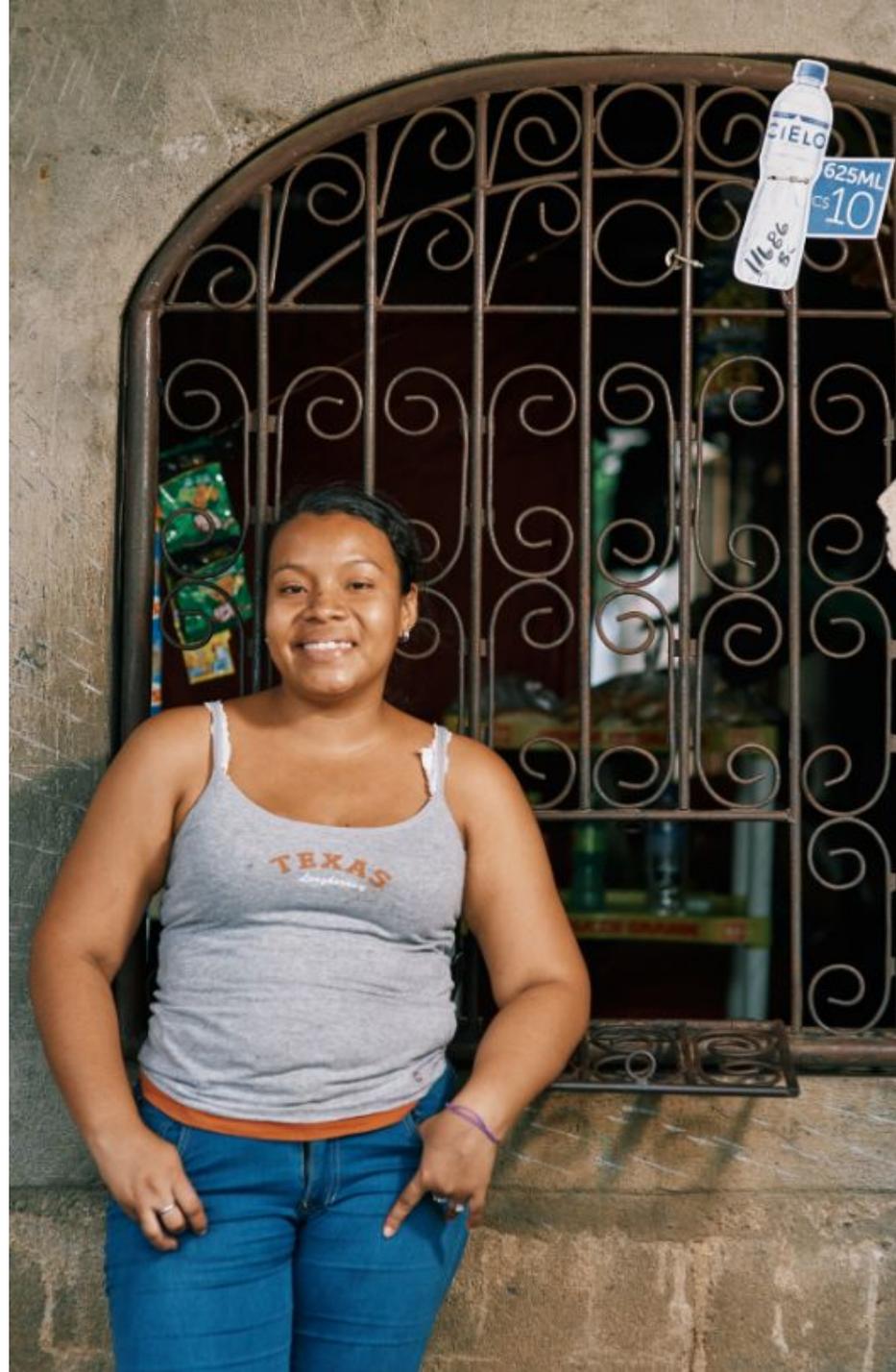
130 hours of practical-theoretical classes covering topics such as finance, marketing, quality control, business planning and development. Upon completion of the course each graduate is created a profile on our digital talent platform to connect with local markets and receives 3 months mentoring as they put in to practice the skills they have learnt.

*November* **21**

---

To culminate the pilot of the XO Bootcamp, on November 21st 2019, we launched our digital talent platform. The platform is to connect the XO graduates of both of our programs: Job Skills Training and the Entrepreneurship Bootcamp with job opportunities and connections to new markets.

Employers looking to hire qualified personnel can find their candidate on our platform. For graduates of the Entrepreneurship Bootcamp it is a platform to present their products and services and expand their client base. It is the first Nicaraguan online platform that promotes women's micro-enterprises from marginalised and isolated communities.





 **Filtrar resultados**

10 resultados obtenidos

**Departamento**

Managua

Masaya

Granada

Puerto Cabezas

**Rubros**

Comida

Repostería

Belleza

Bisutería

Calzado

Verduras

**Repostería**



**Artesanías**



**Manualidades**

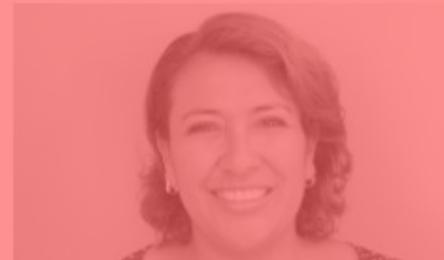


# XtraOrdinary Talent Platform

**Repostería**



**Cuidado personal**



**Dulces**





# XtraOrdinary Talent Platform

November 2019 saw the launch of 'XtraOrdinary Talent'; a digital platform within our existing website, [www.xtraordinary.org](http://www.xtraordinary.org), to promote and connect women's business-ventures with local markets. We launched in Spanish and in 2020 it will be up and running in English.

An online platform that encompasses micro enterprises of women from at-risk and isolated communities, it enables them to showcase their products and services on a trusted platform that can connect them to a different market than their local neighbourhood.

In 2020, we incorporate the second phase of the platform: a job exchange platform for allies and graduates of our job training programs. An employer can look for possible candidates for the vacations they have. As well as publish job opportunities.

In the future, a donor will be able to support a woman with a small capital donation for equipment she needs to help her business grow. The goal is for her to repay the loan and for these funds to remain on the platform. We would like to see it replicated in the region along with the XO Bootcamp and become a self-funded platform by 2023.

Head over to [www.xtraordinary.org](http://www.xtraordinary.org)



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[About](#) ▾

[Programs](#)

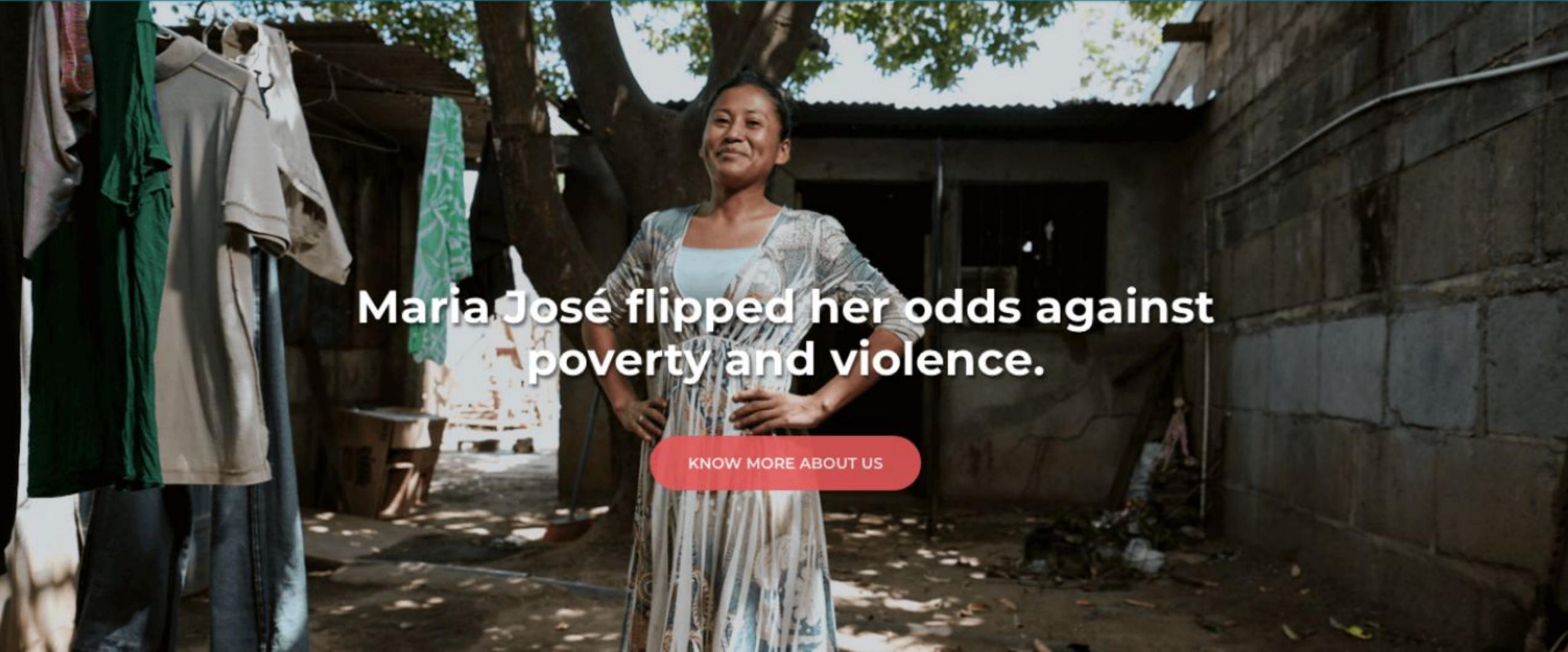
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[EN](#) ▾



**Maria José flipped her odds against poverty and violence.**

[KNOW MORE ABOUT US](#)

# Connect with XtraOrdinary Entrepreneurs

## Filtrar resultados

10 resultados obtenidos

### Departamento

Managua

Masaya

Granada

Puerto Cabezas

### Rubros

Comida

Repostería

Belleza

Bisutería

Calzado

Verduras

### Repostería



### Artesanías



### Manualidades



### Repostería



### Cuidado personal



### Dulces



# Find the talent you're looking for



[Home](#)

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A woman with dark hair, wearing a light-colored lace top with red bows on the shoulders, is smiling and holding a brown paper bag. She is in a cafe or kitchen setting with a coffee grinder, a chalkboard menu, and a potted plant in the background.

**Find the candidates  
ideal for your company!**

Employ qualified and committed women.

# Look for qualified candidates

Postear vacante



## Filter Profiles

10 results obtain

### Departments

Managua

Masaya

Granada

Puerto Cabezas

### Types

Cleaning services

Bakery

Beauty

Jewelry

Footwear

Clothing



### Ana Nurinda

Managua

Artisan

Graduate 2016

Pre-selected



### Mayling Cuadra

Managua

Barist

Graduate 2018

Pre-selected



### Janixa Zambrana

Managua

Cleaning services

Graduate 2018

Pre-selected

# Post a vacancy



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[Contact us](#)

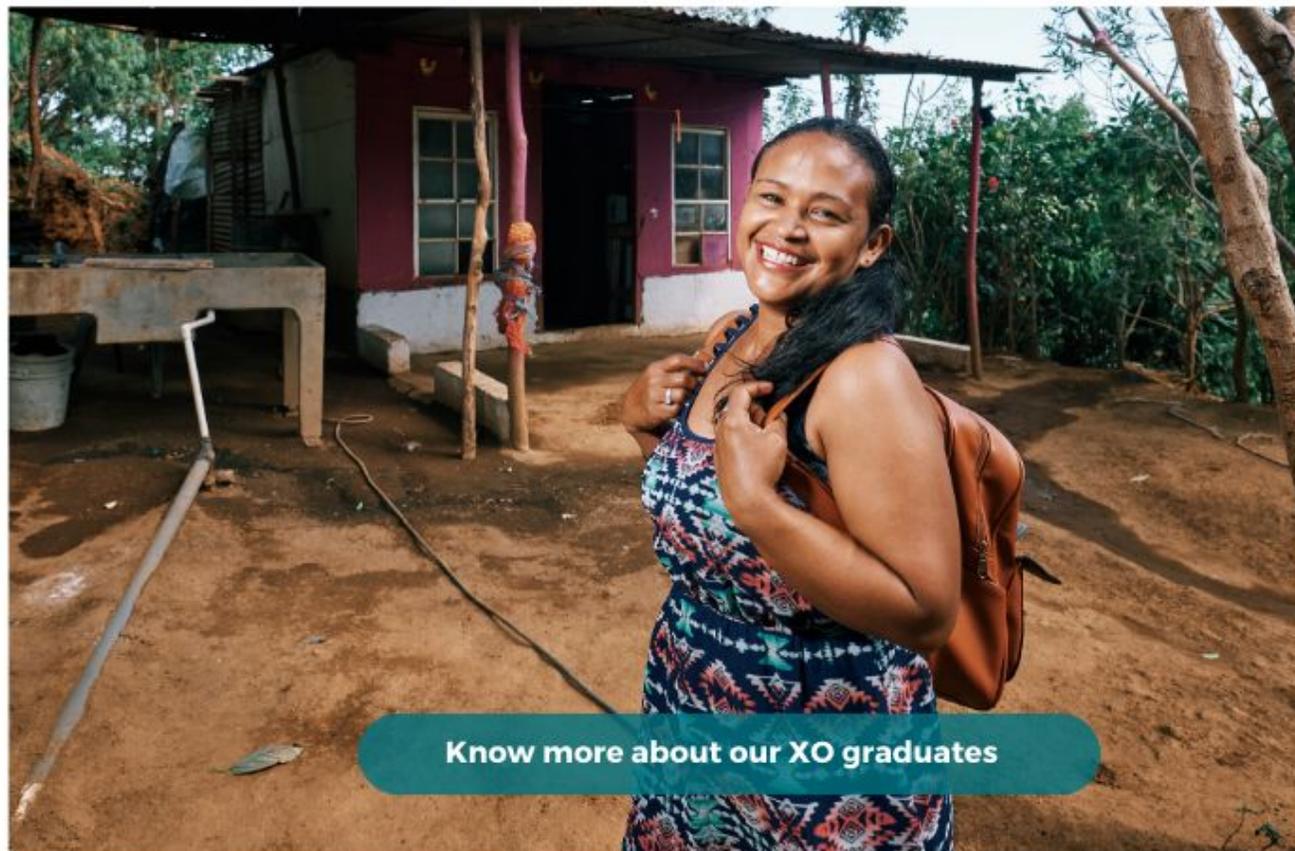
[Donate](#)

[EN](#) ▾

## Post a vacancy

Please fill out the form below for the vacancies you have in your company.

### Company information



[Know more about our XO graduates](#)

# Hire!

## Pre-select



### Mayling Vega Flores

Available

#### Profile

Barista

#### Abilities

Flexibility / adaptability

Communicative skills

Creativity

Team work

## About me

## Experience

## Recomendations

*"Curious to learn and in a constant search for inspiration. I like to work hard and dedicate time to what enriches me. I adapt easily to changes, I like big challenges and new opportunities for growth."*

### Interests

*I would like to train in cattering to have more skills and exploit my skills. Also, to learn English and become more proactive.*

### My greatest achievements

*I have been able to train in coffee making, I have experience in events of great magnitude, with customer service. I have 3 years of experience in barismo and customer service.*

[Read their CVs](#)

Thank you to our  
#XtraOrdinarySponsors

Tu compra  
apoya



Mujeres  
Xtra  
Ordinarias

CERVEZA ARTESANAL  
LADO  
OSCURO

LADO  
OSCURO



# XO NETWORK

## Corporate partners

Local businesses that have donated funds and professional services to XOW in 2019





## XOW Job Skills Training Programme employment partners



Productores Gourmet de la  
Gastronomía Española





## NGO partners and major donors 2019



Nicaragua



Suiza



UK



Suecia





## Ambassadors



**Cristyana Somarriba**  
Publicist & Producer

“I am inspired to be able to help less fortunate women in my country. XtraOrdinary Women is an initiative that makes a difference.”



**Jose Bolaños**  
Leadership coach

“I am convinced that the world requires the leadership of women at all levels and sectors to be able to respond and solve many problems we face as a society.”



**Sara Lila Cordero**  
Entrepreneur

“I have witnessed how education and self-employment dignify the lives of women who have not had these opportunities before.”



**Francella Muñoz**  
Employment partner

“I want to be part of the change so that women in situations of risk and violence have a better quality of life.”



**Shantall Lacayo**  
Fashion designer

“XtraOrdinary Women is the right support and opportunity that many women need to get out of cycles of violence and poverty”



# Janixa

2017 Graduate / 1 daughter / 19 years old

## *"I want to be the mom I never had"*

At the beginning of 2017, Janixa enrolled in the XtraOrdinary Women Job Skills Training program. It was common for her to arrive in tears bearing bruises; a victim of violence. On the day she was due to graduate from XO, she was the victim of a violent machete attack from her partner and father of her baby.

Abandoned as a baby, Janixa grew up in an orphanage on the outskirts of Managua, the capital of Nicaragua. She did not finish elementary school.

She was mistreated and decided to run away at the age of 16. She ended up by herself in La Chureca, the community living on the municipal trash dump, entering a cycle of extreme poverty.

To escape that situation, she entered into a sentimental relationship, which resulted in total control and violence.

At XtraOrdinary Women Janixa received psychological attention and job preparation workshops for free.

She was placed in a stable job for the very first time upon completion of the course with one of our employment partners 'ServiPlus'.

Empowered with economic independence Janixa could make the decision to move away from violence.

Today Janixa is an extraordinary single mother, who wants the best for her baby, and to be the exemplary mother she never had.



In our experience, **95%** of the women who graduate from our jobs skills training program are still employed more than **5 years later.**



# Sponsor a woman

with a scholarship for our **XtraOrdinary Job Skills Training Programme**

## \$63

It provides her with

- A position on our 6-week course
- Notebooks
- Initial visits to the family with a psychologist

## \$140

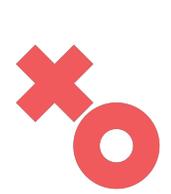
Provides her with

- A position on our 6-week course
- Notebooks
- Initial visits to the family with a psychologist
- Support with background checks
- CV building
- Creates her digital CV and profile on our digital talent platform as part of job search support.
- Interview practice

## \$560

Provides her with a full job skills training scholarship

- A position on our 6-week course
- Notebooks
- Initial visit to the family with a psychologist mentor visit
- Creates her digital CV and profile on our digital talent platform as part of job search support
- **6 months of personalised follow-up & job placement services**
- Psychosocial support for her and her family



# *Empower* a woman entrepreneur

with our **Bootcamp for XtraOrdinary Entrepreneurs**

# \$285

**Empowers a start-up entrepreneur with**

- 130 hours of workshops and personalised mentoring
- Sessions with specialists in business plans, finance, social networks, effective sales.
- Mentor session with their families.
- Her business growth plan.
- Creates her business profile on our entrepreneurship platform, promoted to national markets.

# \$315

**Support a start-up entrepreneur with Bootcamp follow-up**

- 3 months of supervision and evaluation
- Weekly follow up with the team
- At home mentoring sessions to support her as she implementing the business plan.
- implements the business plan
- Support with online marketing
- Logo design
- Training in online design tools so she can create her own marketing materials.
- Review of business income and expenses for three months.



**Are you in Nicaragua?**

**Cuenta BAC (\$) 3580-78251**

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**Subscribe for a monthly donation**

**Visit: [bit.ly/XtraOrdinaryorg](https://bit.ly/XtraOrdinaryorg)**



Meet Anita, one of the reasons we exist. Watch her; click the link:  
<https://youtu.be/5HYK0kM6BOA>

