TECH2EMPOWER COLOMBIA

OCTOBER 12 – 19, 2024
MEDELLIN, COLOMBIA

APPLY BY JUNE 12, 2024
BIT.LY/T2ECOLOMBIA

Tech2Empower Colombia, an initiative led by U.S.-based nonprofit **WAKE** and set to take place in the vibrant city of Medellín from October 12 to October 19, 2024, is a program designed to foster mutual empowerment, cultural learning, and knowledge exchange among women leaders from diverse backgrounds. In collaboration with Colombian partners, Tech2Empower will provide training, collaborative coaching, and share tech resources for local women-led social organizations, as well as offer tech and leadership workshops for young women.

Key Program Goals:

- **Collaborative Impact:** Advisors and local women leaders collaborate on projects like website updates, social media marketing strategies, pitch decks, CRM databases, business plans, and sustainable financial models, aimed at fostering social change and sustainability.
- **Young Women and Girls' Empowerment:** Tech2Empower Advisors leverage their expertise in STEAM workshops, mentoring circles, and discussion sessions with young women at local schools and/or universities during our Tech2Empower Day for Girls, fostering shared growth and empowerment.
- **Cultural Exchange and Learning:** Through cultural excursions and engagement, participants gain a deep appreciation of Colombian culture, enriching their global perspectives and understanding.
- **Networking Opportunities:** The program connects participants across sectors and geographies, encouraging the exchange of ideas and building a supportive community of women leaders.
- **Hands-On Skill Development:** Advisors apply their professional skills to community projects, providing practical experience with real-world impact.
- **Advancement of Women's Leadership and Entrepreneurship:** Focused on empowering local women leaders and entrepreneurs, the program aims to advance women's rights and entrepreneurship in Colombia through active participation and collaboration.

Tech2Empower Colombia creates a dynamic and immersive environment for participants to engage in meaningful cultural exchanges and knowledge sharing. This interaction not only fosters personal and professional growth but also strengthens the network of women leaders and professionals dedicated to making a positive impact in their communities and beyond.

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IMPACT CHALLENGE

Typical Project Types

- Brand marketing strategy
- Website design and UX
- Pitch deck development and presentation
- CRM / database management
- Organizational planning and strategy
- Digital comms and social media

The **Tech2Empower Impact Challenge** is a pivotal component of the **Tech2Empower Colombia** program, designed to bridge the expertise of Advisors with the needs of local NGOs and social enterprises. In this collaborative effort, Advisors are paired with local organizations to address specific tech, communications, and strategy projects.

These projects, proposed by the local partners, aim to leverage technology to enhance their social impact and amplify their work. This hands-on approach not only provides practical support to the organizations but also enriches the experience of Advisors, creating a mutual exchange of knowledge and fostering a deeper understanding of the local social landscape.

Sample Impact Challenge projects implemented during Tech2Empower Nepal (Spring 2023):

Shequal Foundation's team collaborated on optimizing tech tools to create a more efficient workflow by **upscaling their data management systems and reporting practices.** They worked on database management, stakeholder mapping, and created templates of important documents to improve and streamline team productivity.

Smart Cheli and their Advisor team **created pitch decks for their key stakeholders**; one for local schools, and one for funders, allowing them to promote their workshops and mentorship programs to bridge the gap in STEAM fields as well as acquire sustainable funding to scale their programs.

MENTORING + LEADERSHIP

During **Tech2Empower Colombia**, WAKE will partner with local schools, educators, and non-profit organizations that promote young women and girls' education, leadership, participation, and innovation in STEAM. Co-designing with our local partners, we will offer tech and leadership workshops and mentoring circles on topics that both leverage the skills of the Tech2Empower Advisor team and meet the needs and interests of the students.

Tech2Empower activities for girls' education expose the young women to fun, innovative, and inspiring sessions that have, in the past, included:

Google's #IamRemarkable curriculum on the importance of self promotion and celebration of personal achievements.
Mentoring circles on technology careers.
Breakout workshops on introduction to coding, Artificial Intelligence, color science, resume writing, interview skills, and setting goals for success.
Practice sessions for storytelling, developing personal branding, and crafting an elevator pitch.

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SUNDAY
ORIENTATION + CULTURAL VISITS

MONDAY
IMPACT CHALLENGE

TUESDAY
IMPACT CHALLENGE SITE VISITS

WEDNESDAY
IMPACT CHALLENGE

THURSDAY
CULTURAL ENGAGEMENT

FRIDAY
MENTORING + LEADERSHIP SESSIONS

ADVISOR EXPERIENCE + CONTRIBUTION

In addition to the rewarding volunteer work, Tech2Empower Advisors in Colombia will immerse themselves in the cultural vibrancy of Medellín. This enriching experience extends beyond the program's structured activities, inviting Advisors to explore Medellín's dynamic blend of contemporary innovation and rich heritage. Engaging with the city's diverse communities, Advisors will participate in activities that highlight the local culture- from feminist walking tours that explore the city's history through a gender-focused lens, to cooking classes led by women-run NGOs, offering a taste of authentic Colombian flavors. Potential excursions are selected to deepen understanding of local customs and history allowing Advisors to fully experience the spirit of Medellín. Tech2Empower Colombia not only empowers Advisors to leverage their skills for social good but also equips them with cultural insights and the inspiration to foster positive change within their own communities and beyond.

Advisor contribution: $5,900 total. *(For those with company gift/corporate matching, the direct cost to each Advisor is $3,700 plus $2,200 match).* The contribution includes:

- 7 nights hotel, local transportation, and group meals;
- Pre-departure preparation, materials, and orientation;
- Work with local partners;
- Local translation;
- Community events;
- Site visits, volunteer work, and meetings;
- Support and preparation for volunteers;
- Historical and cultural events and sightseeing.

*Does not include: flights, airport transfers, visa costs, alcohol and personal incidentals.

APPLY NOW ⊙

*The application deadline is **Wednesday, June 12.** Applications will be reviewed and Advisors will be accepted on a rolling basis. Space is limited so apply early.*

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ABOUT US

Tech2Empower Colombia is an initiative of **WAKE**, an NGO based in San Francisco, California, that has supported 285+ social impact organizations and trained, coached, and mentored over 1,600 leaders and students from 17 countries and 25 states in the U.S. Through our work, WAKE amplifies the impact of change makers and activists, working locally and globally to advance the rights of women and girls, and create a more equitable future.

Through **Tech2Empower**, WAKE supports change-makers by getting technology expertise to women leaders in the NGO sector, social entrepreneurs and at schools focused on providing quality education and leadership training for girls and young women. We do this by connecting them with teams of volunteer Advisors from top companies such as Accenture, Apple, Google, LinkedI, Meta, and Salesforce as well as smaller companies. Advisors collaborate with local partners through hands-on project work, coaching and training on tech tools.

Please contact our team for more information at connect@wakeinternational.org.

Learn more at www.wakeinternational.org.