



# MUJERES DEL FUTURO: REIMAGINING BELONGING FOR LATINAS FROM VIRTUAL SPACES TO REAL LIFE IMPACT

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**MISSION: CREATE A SAFE SPACE OF BELONGING AND MUTUAL CARE THAT  
CENTERS THE POTENTIAL OF LATINAS AS LEADERS SHAPING THE FUTURE.**

**IN THESE THOUGHTFULLY DESIGNED VIRTUAL NETWORKS, LATINAS ARE CREATING A DYNAMIC DIGITAL  
COMMUNITY FOR LATINA WOMEN TO TAKE RISKS, BE VULNERABLE AND SELF-REFLECT LEADING TO  
PERSONAL AND COLLECTIVE GROWTH.**

## BUILDING BLOCKS OF BELONGING IN MUJERES DEL FUTURO

### COLLECTIVE MIRRORING OF SELF

**"I SEE MYSELF IN HER STORY."**

When people see a reflection of themselves, it's magnetic. In a world of biased representation, a glimpse of yourself and your potential self can be a powerful invitation to co-create a future of endless possibilities.

### 2. FROM LURKING TO CREATING

**"I FEEL ENCOURAGED TO  
SHARE MY PROGRESS."**

The 90-9-1 Rule of Participation Inequality in Virtual Spaces suggests that 90% are observers, 9% are occasional contributors, and 1% are prolific creators influencing the virtual narrative.

This shift in power from consumer to creator has been accomplished by introducing MICRO-ACTIONS, which are small prompts and guided activities they can utilize to craft content and shape their story.

### 3. LANGUAGE OF BELONGING

**"I AM ENCOURAGED AND EMBRACED  
BY THE MUJERES DEL FUTURO."**

Through social norming, Mujeres del Futuro created a virtual language of belonging to acknowledge, validate and encourage each other.

This fosters a safe space to freely share their true, honest and unique self with others.

### 4. DEEPENING THE PRACTICE

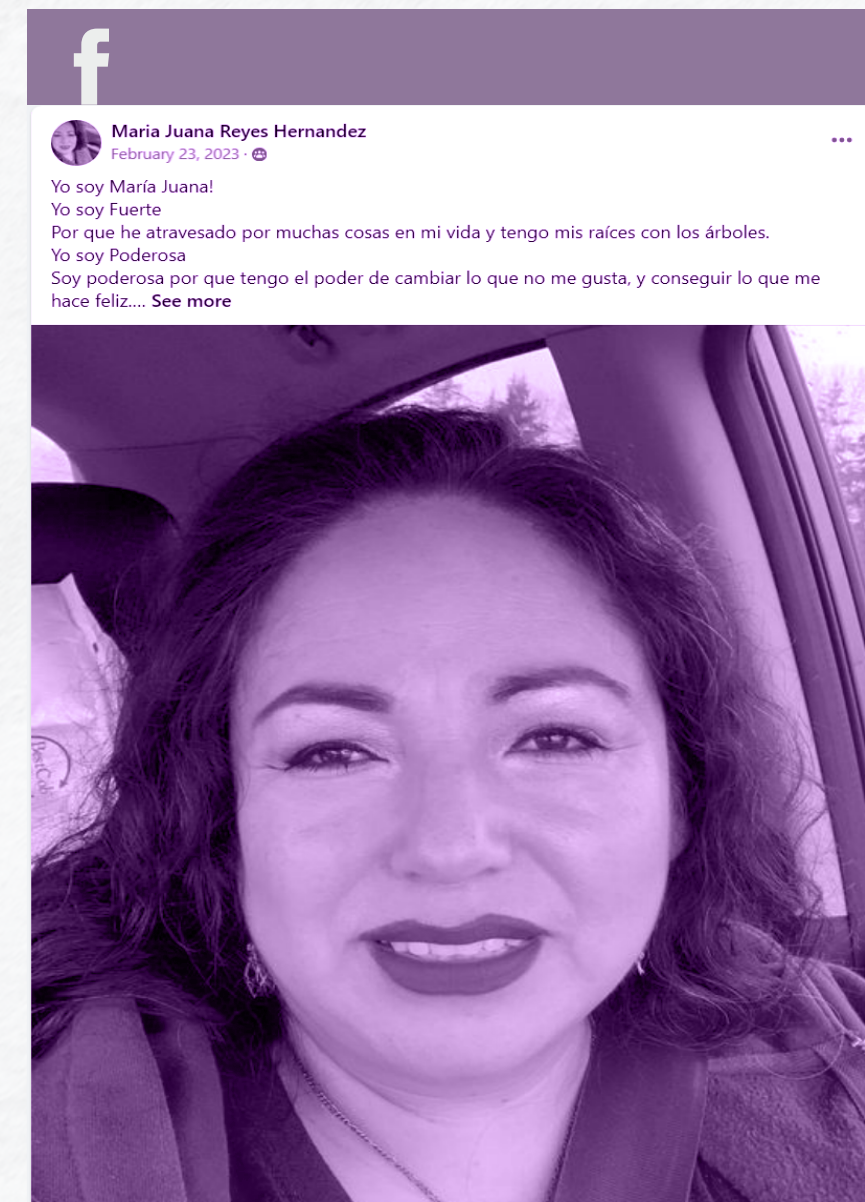
**"I KNOW I'M NOT ALONE IN MY  
PRACTICE AND PROGRESS."**

Latinas are equipped with the tools to advocate for themselves and contribute to a broader movement toward justice and equity. The training programs offered by Mujeres del Futuro have an over 86% completion rate, which is astoundingly higher than the industry average of 20%.

### 5. FROM VIRTUAL TO PHYSICAL

**"I SEE YOU. I KNOW YOU.  
I EMBRACE YOU."**

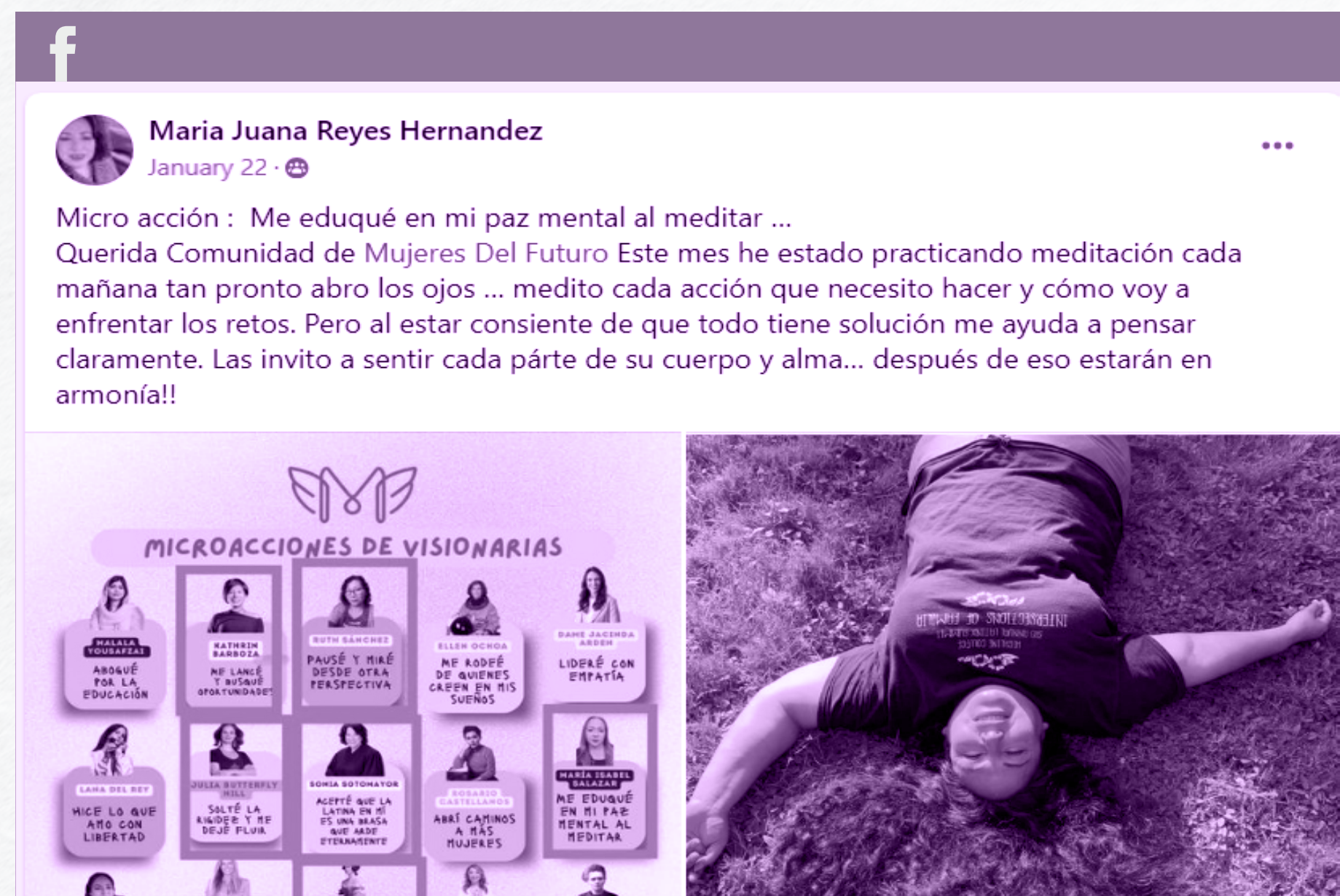
Graduates of the Mujeres del Futuro programs are 1) creating meet up circles in their cities, 2) generating over \$1.5 million in revenue from their businesses, and 3) negotiating higher salaries, graduating from academic institutions, and building healthier relationships of care and love.



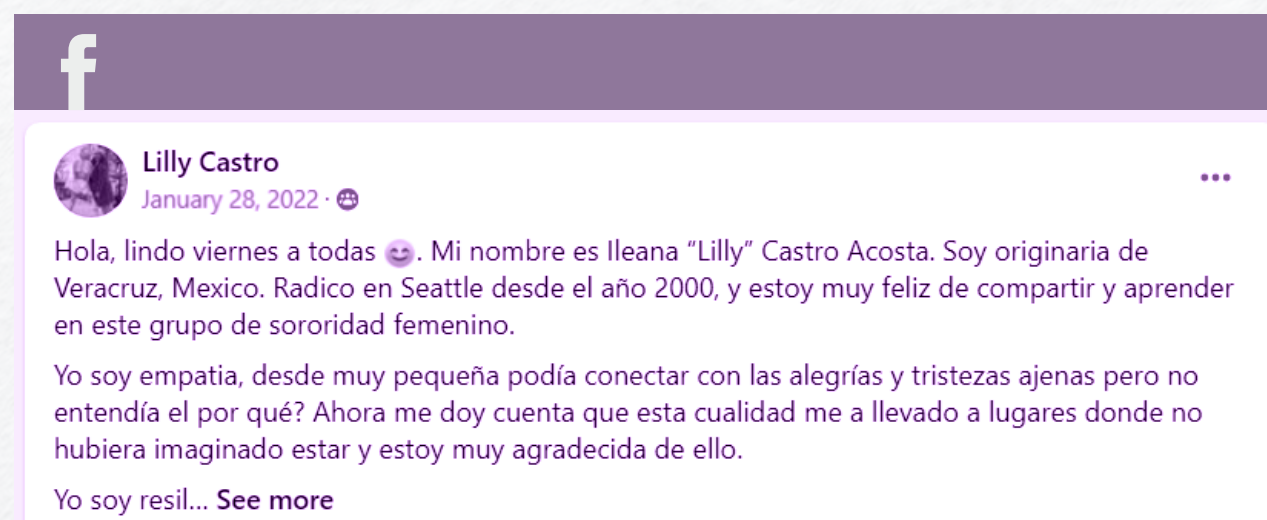
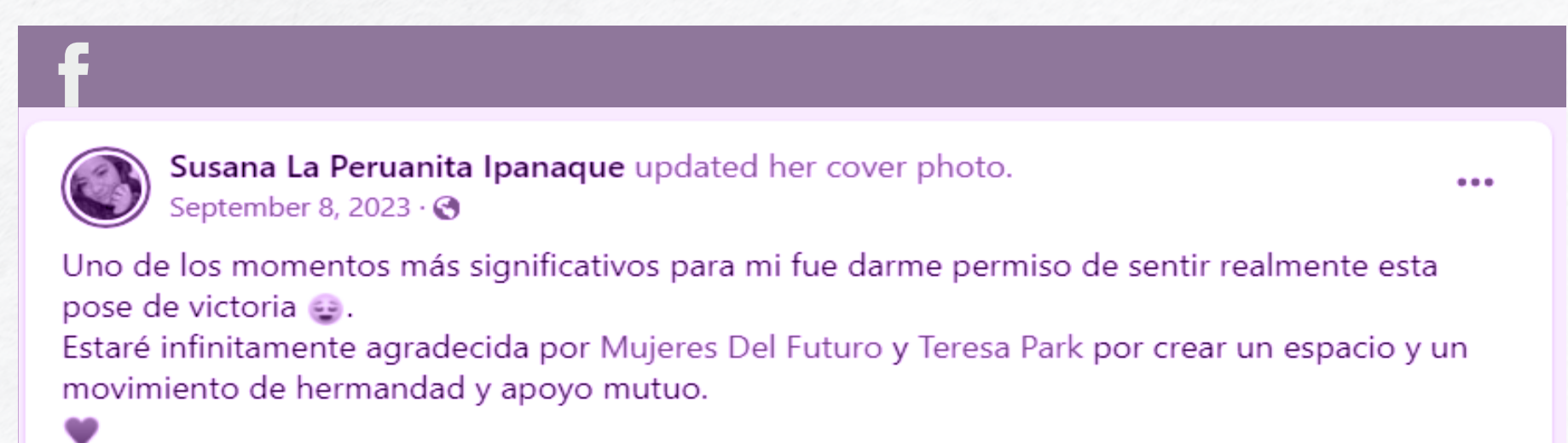
- "Eres única". | "You're unique."
- "Debes de sentirte muy orgullosa de ti. Un abrazo, bonita". | "You should feel very proud of yourself. Hugs, gorgeous."



- "Yo soy valiente porque me enfrentado a experiencias donde luche contra mi dolor."
- "I am brave because I've overcome the painful experienced I've gone through."



**"Dear Mujeres del Futuro Community, I've been practicing meditation every morning as soon as I open my eyes...it helps me think clearly and in harmony."**



**"MUJERES DEL FUTURO IMAGINED WHAT A SAFE SPACE OF MUTUAL CARE AND BELONGING CAN BE FOR LATINAS AND WE CO-CREATED IT."**

**- Mujeres del Futuro -**

Winner of Meta Facebook Global Community Accelerator for transforming ideas into impact