



How is  
**Impacto Digital**  
financed?

2022

impacto  
digital



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# How is **Impacto Digital** financed?



**Flor Salvador**  
Executive Director

Writing a few words to come along with this report on our results during 2022 has a slightly different challenge this time. 2022 was a year that meant a change for the executive management of the organization: who is writing this took on the role of executive director in August, marking the first Impacto Digital's "non-founder" management.

Despite being part of this project since we were just a few people, despite having seen it grow by leaps and bounds in recent years, the feeling of saying goodbye to the two founders and taking on the responsibility of leading the team in a new stage, brought about its own sense of vertigo. In an email where we informed our new board, a colleague from an international organization replied, "*Congratulations! A sign that an organization is mature is that it doesn't depend on somebody*", and that phrase, among the many other replies we received, summarizes, in a way, the solidity, professionalism, and the stage of growth we find ourselves in today.

I am very proud to say that our team is indeed the driving force behind our best results. Like *Contratá Trans* (Hire Trans), which successfully integrated 173 people into the workforce, while also starting to implement the program in Colombia and Mexico, and providing training to over 3,000 individuals and 35 companies in the workplace inclusion of trans people. *Dale Más Afro* (Turn Up the Afro), which organized the first event in Argentina on access to the Justice System for the Afro-indigenous, Afro-Argentine, Afro-descendant, and African community; or *#EsConESI* (#ItsSexEd), which worked with 59 young people to promote comprehensive sexuality education throughout the region. And through *Cuidá Bien* (Care Well), more than 1,300 people participated in our caregiving course designed for family members caring for elderly dependents. All this would have been impossible without the commitment and professionalism of each and every person who was part of Impacto Digital.



And it is precisely our team what actually makes the difference in our organization. It's not about romanticizing the social commitment of those who are part of this project, but rather about recognizing our professional, critical, and realistic view of the situation of violence, discrimination, and inequality that the world is currently facing. These are situations that jeopardize the full exercise of our rights and our democracy, and they are addressed in every task we undertake.

## How is **Impacto Digital** financed?

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What is more, the diversity that exists among those who are part of Impacto Digital helps us tackle each challenge with an innovative and creative perspective, tightening our own beliefs and constantly putting into practice our individual commitment to the defence of human rights.

The future of our organization is challenging, but we are here to face them. Our commitment to equity and social justice drives us to move forward, to grow, and to broaden our horizons. Nevertheless, we don't settle for just that: Because we believe that it is within that tension where the most innovative and transformative projects are born. We want to continue making ourselves uncomfortable, continue challenging the *status quo* that exists in the world of civil society organizations, and create more and more spaces for engagement with individuals and organizations that question our speeches and responses to "the same old problems."

While the world fears that technology will replace people, we, as part of Impacto Digital, are convinced there is indeed **a technology developed by and for people**.

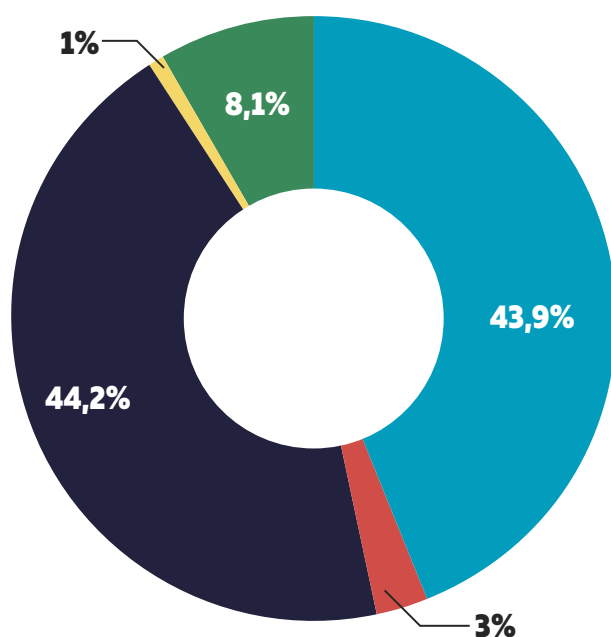
The world is constantly changing, and our organization is no exception. However, far from being afraid, we are excited about the challenges ahead because we know exactly where we want to go: towards a more just, equitable, democratic, sustainable, and inclusive world.



# General data 2022

We work for a world where technology and innovation are at the service of human rights

## Financing received en Impacto Digital

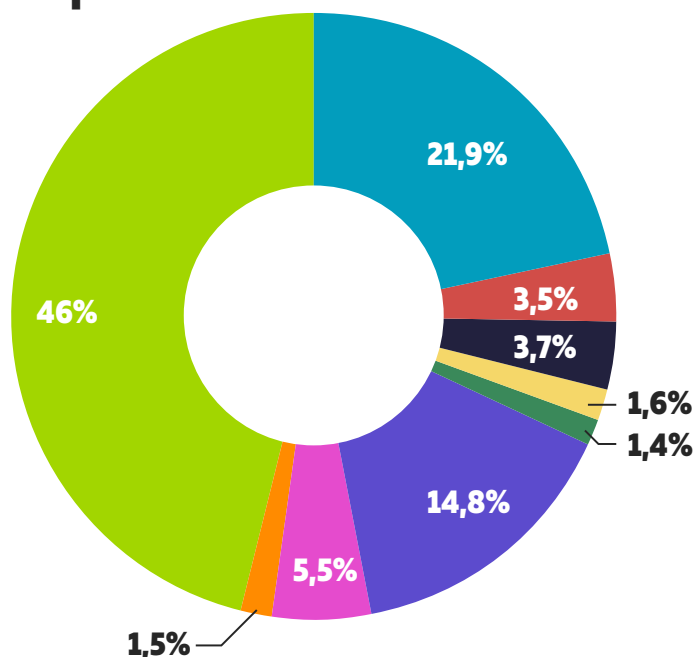


### Financing

- International agencies and embassies**  
US\$131.979,65. ARS \$19.137.048,79
- Individual donors**  
US\$8.859,38. ARS \$1.284.670,00
- Foundations and companies**  
US\$132.814,10. ARS \$19.258.044,21
- Term deposits**  
US\$2.663,93. ARS \$386.270,00
- State institutions**  
US\$24.365,52. ARS \$3.533.000,00

**Total US\$300.682,57**  
ARS \$43.598.973,00

## Expenses



### Expenses

- Expenses of Management Board**  
→ Dirección, Administración, Desarrollo Institucional, Comunicación y Tecnología  
US\$65.892,48. ARS \$9.554.410,00
- Institutional expenses**  
US\$10.549,55. ARS \$1.529.685,00
- Administrative and accounting expenses**  
US\$11.131,03. ARS \$1.614.000,00
- Institutional Communication**  
US\$4.908,43. ARS \$711.722,00
- Institutional Development**  
US\$4.263,46. ARS \$618.201,00
- Human Rights communication campaigns and projects**  
US\$44.626,20. ARS \$6.470.799,00
- Digital education projects**  
US\$16.443,08. ARS \$2.384.246,00
- Reserve fund for ongoing programs**  
US\$4.453,44. ARS \$645.748,89
- Programs**  
US\$138.414,91. ARS \$20.070.161,79

**Total US\$300.682,58**  
ARS \$43.598.973,68

\*Although the expenses were in Argentine pesos, we expressed them in USD for our international allies. The calculation is an estimate and the value of the official dollar of 2022 (\$145) is taken as a reference.

PROGRAM DATA

## Contratá Trans (Hire Trans)

We work for a more diverse and inclusive world, where formal work is a right for everyone.

See more at [contratatrans.org](https://contratatrans.org)

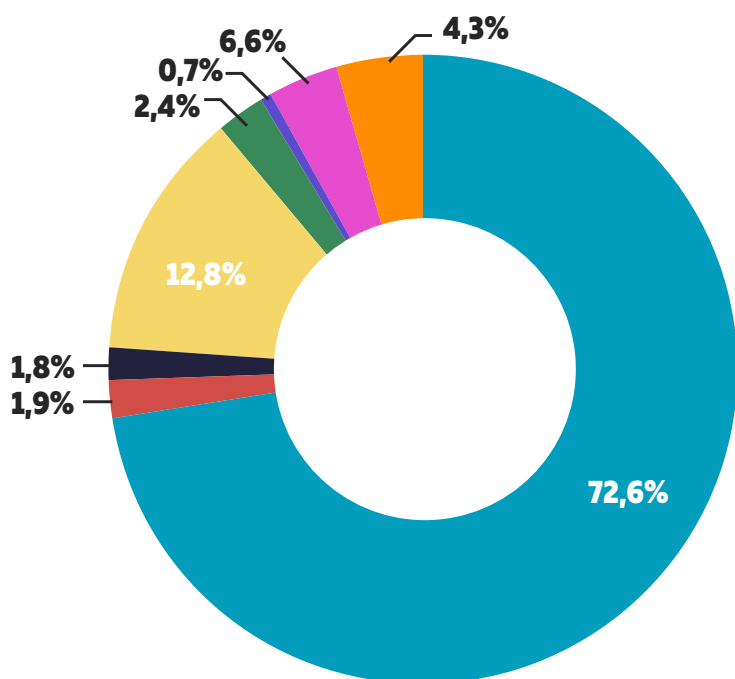
### GOALS:



### COUNTRIES:



### PROGRAM INCOME AND EXPENSES



<b>Fees.</b>	US\$74.829,81. ARS \$10.850.322,00
<b>Communication.</b>	US\$1.948,45. ARS \$282.524,83
<b>Web Development.</b>	US\$1.816,05. ARS \$263.327,91
<b>Festival for Trans Labor Inclusion.</b>	US\$13.173,80. ARS \$1.910.200,50
<b>Massive virtual trainings.</b>	US\$2.471,23. ARS \$358.329,00
<b>Skills training for the trans community</b>	US\$728,58. ARS \$105.644,00
<b>Regional expansion</b>	US\$3.707,39. ARS \$537.571,06
<b>Others</b>	US\$4.414,89. ARS \$640.159,70
<b>Total</b>	<b>US\$103.090,20. ARS \$14.948.079,00</b>

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### CONTRATÁ TRANS IN NUMBERS

# 173

Trans people who found work

# 2599

People trained on diversity and gender

# 68

Scholarships for the trans community

# 125

Trans's grassroots entrepreneurs

## PROGRAM DATA

# Cuidá Bien (Care Well)

CUIDA  
BIEN

A space conceived and designed for family members who accompany and care for dependent elderly people. We offer free training and tools on caregiving to accompany those who care.

See more at [cuidabien.org](https://cuidabien.org)

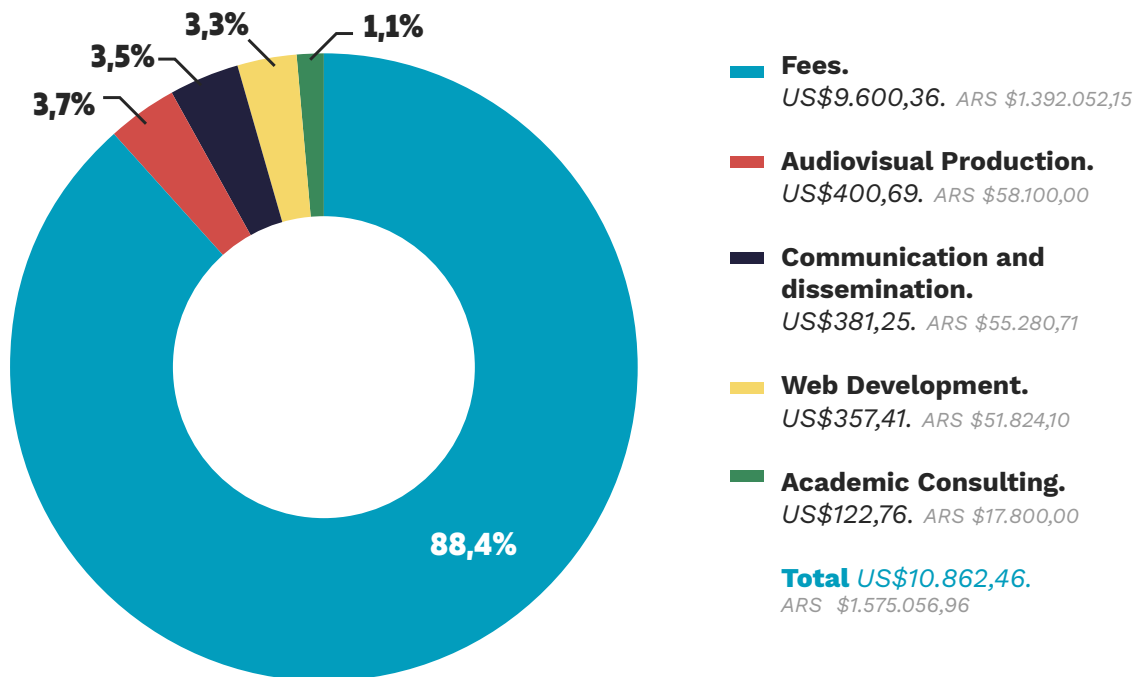
GOALS:



COUNTRIES:



## PROGRAM INCOME AND EXPENSES



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## CUIDÁ BIEN IN NUMBERS

**1345**

people trained

**91%**

trainees who managed to improve care habits

**40,5%**

trainees who reduced their stress levels

**22313**

views

## PROGRAM DATA

# EsConESI (It's Sex Ed)



#EsConESI

In co-creation with the Youth Board and in partnership with FUSA AC, the program aims to contribute to the implementation of Comprehensive Sexuality Education (CSE) with the support of UNFPA in Argentina, through the Spotlight Initiative, and Fòs Feminista in Latin America.

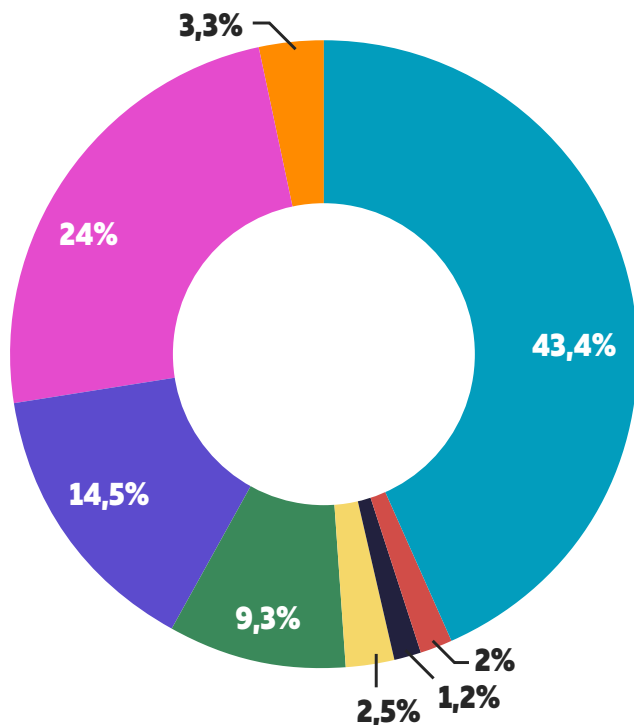
### GOALS:



### COUNTRIES:



## PROGRAM INCOME AND EXPENSES



<b>Fees.</b>	US\$20.975,37. ARS \$3.041.428,04
<b>Youth Board.</b>	US\$896,55. ARS \$130.000,00
<b>Web Development.</b>	US\$581,03. ARS \$84.250,00
<b>Training and technical support for projects.</b>	US\$1.228,14. ARS \$178.081,00
<b>Communication and dissemination of projects.</b>	US\$4.486,57. ARS \$650.552,00
<b>Administration.</b>	US\$7.030,86. ARS \$1.019.475,30
<b>#EsConESI's Camp</b>	US\$11.584,68. ARS \$1.679.778,70
<b>Other.</b>	US\$1.588,97. ARS \$230.400,00

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**Total \$48.372,17\*.** ARS \$7.013.965,04  
\*Executed by Impacto Digital  
\$7.025,52. ARS \$1.018.700,00

## ESCONESI IN NUMBERS

# 63

young people trained

# 16

alliances & partners

# 119.170

Views



## PROGRAM DATA

# Dale Más Afro (Turn Up The Afro)

**DALE  
MÁS  
AFRO**

We seek to combat racism and give visibility to Afro populations that have historically been denied, in alliance and exchanges with organizations in Latin America and the Caribbean, so that governments can implement public policies that allow us to imagine more inclusive and Afro-centered futures.

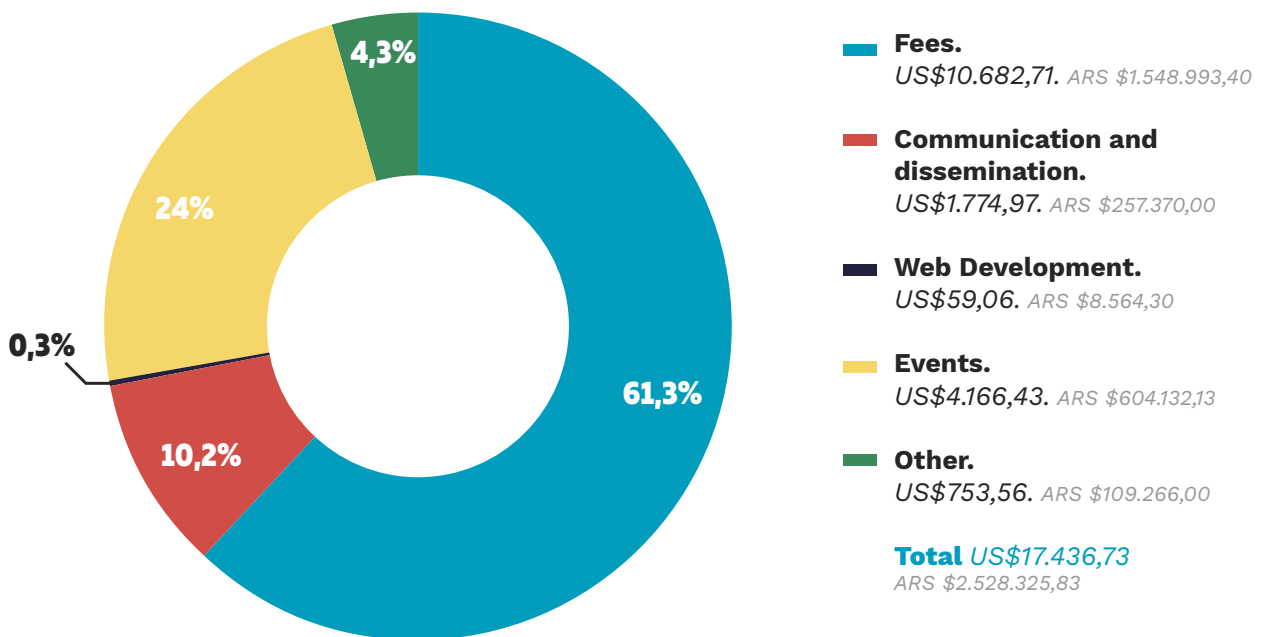
### GOALS:



### COUNTRIES:



## PROGRAM INCOME AND EXPENSES



\*Although the expenses were in Argentine pesos, we expressed them in USD for our international allies. The calculation is an estimate and the value of the official dollar of 2022 (\$145) is taken as a reference

## DALE MÁS AFRO IN NUMBERS

**373**

assistants

**8**

Alliances & partners

**350**

People trained on racism

# Campaigns and projects communication, technology and human rights

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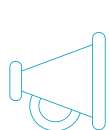
COUNTRIES:



We also like to manage projects and events for a limited time, produce courses and campaigns with a positive social impact with a human rights perspective and, obviously, promoting innovation. Look at everything we did in 2022!

Discover our complete portfolio of work at [impactodigital.org/agencia](https://impactodigital.org/agencia)

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## **5** CAMPAIGNS

(With graphic, audiovisual, web products, and press management based on human rights)



## **1** PODCAST



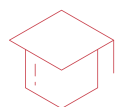
## **7** EDITORIAL PUBLICATIONS



## **1** VIRTUAL EVENTS



## **2** COMMUNICATION CONSULTING



## **2** VIRTUAL COURSES

# Partners and stakeholders

## ORGANISMS



## EMBASSIES



## COMPANIES



## ORGANIZATIONS





**¡Thank you!**

**[www.impactodigital.org](http://www.impactodigital.org)**

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   [@impactodigitalok](https://www.instagram.com/impactodigitalok)

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