CENTRO SANTA MARTA



WHO WE ARE

A nonprofit hub for protection and resilience of LGBTIQ+ youth and human rights defenders in El Salvador and the region.



CONTEXT

1.Civic space closure
2.Foreign Agents Law
3.Increased risks for independent organizations and defenders.



PROBLEM JUSTIFICATION

- Violence
- Displacement
- Political persecution
- Lack of protection
- Cross-border risks affecting LGBTQI+ communities.



TARGET POPULATION & GEOGRAPHY

- LGBTIQ+ youth (18–30) and human defenders at risk
- The shelter is located in San Salvador





ADMIN IN MEXICO

Regional protection network with an administrative office in Mexico to reduce risk and sustain future work.



2030 GOAL

Consolidate CASM as a regional hub integrating shelter, advocacy, and human rights protection.



ANNUAL OBJECTIVES

Objective 1: Provide shelter and comprehensive protection through an annual average of 2,190 bed-nights for LGBTQI+ youth and human rights defenders at risk at CASM El Salvador

2,190

BED-NIGHTS A YEAR





ANNUAL OBJECTIVES

Objective 2: Provide psychosocial counselling to CASM residents and outside LGBTIQ+ youth, through up to two individual sessions per resident per week and at least four external sessions per week, reaching up to 832 sessions annually.

832

COUNSELLING SESSIONS A YEAR

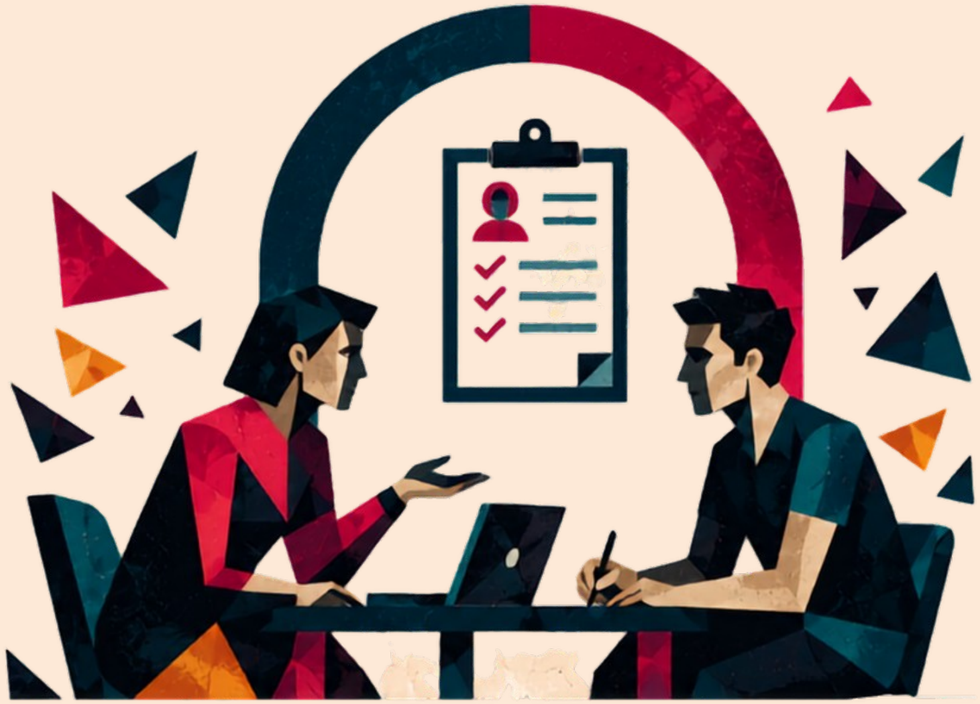


ANNUAL OBJECTIVES

Objective 3: Offer employability counselling through at least 150 annual coaching sessions, averaging three sessions per week, for LGBTQI+ youth and defenders supported through CASM's shelter and protection services.

150

COACHING SESSIONS A YEAR





ANNUAL OBJECTIVES

Objective 4:
Implement at least 50 effective referral and canalization processes, averaging approximately one referral per week, for LGBTIQ+ youth and defenders supported through CASM's shelter and protection services. Referrals will connect victims of abuse with private institutions

50

EFFECTIVE REFERRAL AND CANALIZATION PROCESSES



KEY STRATEGIES

1 SHELTER



2 PSYCHOSOCIAL COUNSELLING



3 WORK COUNSELLING



4 CANALIZATION CASES PROCESS



CROSSCUTTING COMPONENTS

SDG 3. Good Health and Well-Being
SDG 5. Gender Equality
SDG 8. Decent Work and Economic Growth
SDG 16. Peace, Justice and Strong Institutions
SDG 17. Partnerships for the Goals

Advocacy, Education, Non-Adult-Centrism and Non-Extractivism



FINANCIAL AND TECHNICAL SUSTAINABILITY

1.Fiscal Sponsorship Channeling funds through The Rainbow World Fund, USA-based entity with 501(c)(3) status.

2.Anima Consulting and Training Using this complementary vehicle to generate earned income through the sale of technical services.

3.Santa Marta Friends Group (Friends of Santa Marta): A global support network for international advocacy and resource mobilization.

4.Development and Fundraising Officer



HUMAN TALENT

Technical Team

Eduardo Madrid – Director and Founder
Helen Jacobo – Psychosocial Care Officer
Joseph Russ – PR and Advocacy Officer and Founder
Alejandro Bonilla – Development and Fundraising Officer



REQUESTED STAFFING

Strategic Support for establishing the office in Mexico
Tax and legal advisory services in Mexico City for the incorporation and operation of an NGO
Legal and accounting services in El Salvador – Anima Consulting and Training / CASM
Job Placement Officer for CASM El Salvador



CONTACT

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