



**Con Mi MADRE**  
Mothers And Daughters Raising Expectations

## Who We Are

Con Mi MADRE is a two-generation program providing girls, non-binary students, and their mothers the resources and support they need to navigate the educational pipeline to postsecondary success and beyond. With the right guidance and investment, we believe any student has the ability to rewrite the narrative of her family and therefore her community.



## Need

- ✓ Fewer than 1 in 4 Latinas in Texas attain a college degree, compared to half of white women.<sup>1</sup>
- ✓ Hispanics make up the largest share of the population in Texas.<sup>2</sup>
- ✓ Latinas in Texas are typically paid just 46 cents for every dollar paid to white, non-Hispanic men.<sup>3</sup>

## Participants

Female students  
**in grades 6-12+**  
and their mothers, including—

- 85% Latinas
- 76% from Spanish-speaking households
- 74% from low-income households
- 51% first generation college students

## Location

Headquartered in Austin, Texas, serving families in the greater Austin and Fort Worth areas



## What We Do

We create generational change:

**ENGAGING PARENTS,** creating opportunities for them to be involved and prepared for the post-secondary journey

**EDUCATING HOLISTICALLY,** equipping mothers and daughters with social-emotional skills and wraparound services

**EMPOWERING LATINAS,** teaching mothers and daughters how to self-advocate and encouraging them to question systemic barriers

**(ENTERING) COMMUNITY,** uniting local organizations and individuals to better meet the needs of families

**REPRESENTING CULTURE,** providing approachable information while celebrating identity and resiliency



## Con Mi MADRE Is Evaluation Ready

The [Annie E. Casey Foundation](#) invested in Con Mi MADRE as a Building Evidence to Advance Equity grantee to build evaluation capacity.

Being evaluation ready means a program has the knowledge, skills, and practices to test the effectiveness of its services. Con Mi MADRE has a solid foundation for evaluation based on its logic model and is prepared for responsible, data-driven growth. Participant voice is at the center of everything Con Mi MADRE does, including evaluation.



We provide mothers and daughters with opportunities and services:

- ✈ Research-informed social-emotional learning and college readiness curricula
- ✈ Balanced Living conference on physical, mental, and financial health
- ✈ College and career fair
- ✈ College campus tours
- ✈ Scholarship and networking opportunities
- ✈ Mother-daughter bonding activities

El programa es una excelente oportunidad de empoderamiento para nuestras hijas y también a las madres que sin importar de donde venimos el idioma que hablamos podemos lograr los sueños.

(The program is an excellent empowerment opportunity for our daughters and also for mothers. Regardless of where we come from [or] the language we speak, we can achieve [our] dreams.)

— Con Mi MADRE parent

Scan for more about Con Mi MADRE:



## Accomplishments



**9 in 10** participants graduated from high school



**7 in 10** of participants enrolled in college the following semester



Participants in college demonstrated a **retention rate over 90%**

If you're passionate about something that you don't receive a lot of support for at home, let Con Mi MADRE guide you. Don't be afraid to take a leap of faith because Con Mi MADRE already has faith in you.

—Texas State University student



- 1 Anthony, M., Jr., Nichols, A. H., & Del Pilar, W. (2021, May 13). *A look at degree attainment among Hispanic women and men and how COVID-19 could deepen racial and gender divides.* <https://edtrust.org/resource/a-look-at-degree-attainment-among-hispanic-women-and-men-and-how-covid-19-could-deepen-racial-and-gender-divides/>
- 2 U.S. Census Bureau (2022). *QuickFacts Texas.* <https://www.census.gov/quickfacts/fact/table/TX/POP010210>
- 3 Unidos US. (2022, December). *Addressing the Latina wage gap: A necessary step for our nation's economic prosperity.* <https://nationalpartnership.org/wp-content/uploads/2023/02/latinas-wage-gap.pdf>

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