There are 18 million* female domestic workers in LATAM, 78% of which don’t have access to social security.


Helping them build a basic safety net not only impacts their lives, but also their family’s lives.
Domestic worker formalization rate in Colombia (%)

- **2011**: ILO Convention C189 is established
- **2014**: Colombian government ratifies Convention C189
- **2015**: Hogarú starts its operations
- **2016**: “Ley de Primas” is approved
- **2020**: COVID-19 hits, progress made on formalization
- **2022**: Proposed labor policies from the current government could further impact the local formalization rate
More than **230,000 women** have had access to our **home care ecosystem** during the past 8 years, of which more than **8,000 have directly benefited** from it.

- **Hogarú Limpia**
- **Hogarú Encuentra**
- **Hogarú Aporta**
- **Hogarú Cuida**
Our North Star Metric is the **number of weekly hours spent in a marriage**, symbolizing that both the customer and the professional are happy with this relationship and plan to preserve it moving forward.
42% Of our workers are the single source of income for their homes.

91% Of our workers increased their income when they started working with us.

63% Of our workers received social security benefits for the first time at Hogarú.
Our impact goes beyond economic gains. We support our workers goals and dreams.