



HEARTS OF GOLD FOUNDATION

ANNUAL REPORT 2016

A MESSAGE FROM OUR EXECUTIVE DIRECTOR

NATASHA VERKLEY

Dear Friends,

Thank you for making 2016 yet another incredible year for Hearts of Gold! Our dedicated staff and volunteers have done an incredible job at expanding our programs while strengthening our outreach and services to the community we call home.

Our overall focus for 2016 was on inclusion and alliances as we worked to add more organizations and projects under our umbrella while continuing to sustain our current partnerships.

We have once again been able to increase the value of services delivered by 39%, delivering over \$127,000 in programs this year to the community.

Program Highlights:

- The Community Assistance Program (CAP), a first of its kind program in Cuenca, was able to deliver over \$24,000 in crucial programmatic and administrative support and education to the non-profit community
- \$46,051.67 in Earthquake Relief Aid was distributed for both immediate and long term recovery efforts
- \$22,741.22 was administered for a variety of other smaller Community Initiatives and programs.

With 75% of non-profits closing in Ecuador within a 3 year period, Hearts of Gold will be focusing even more strategically on changing this reality in 2017. Our emphasis going forward will be focused on expanding our Community Assistance Program to help even more non-profits in our community through education, capacity building, and skills training for both the organizations and the individual.

From our hearts to yours,

Natasha Verkley



WHO WE ARE



The Hearts of Gold Foundation is a nonprofit in Cuenca, Ecuador that works with grassroots organizations and their leaders. We are dedicated to building their skills and capacities so that the work they do is more sustainable and impactful. Our goal is to help these organizations and their leaders be the best they can, so that they may continue to serve and strengthen their communities!



MISSION

Strengthen the capacity of community organizations through education, mentorship, and mobilization.

VISION

An Ecuador where every individual enjoys a life of dignity, hope, and empowerment.

VALUES

Self-Determination
Culturally Sensitive
Holistic
Integrity
Collaboration
Courage

WHAT WE DO: THE COMMUNITY ASSISTANCE PROGRAM (CAP)

Through its Community Assistance Program, Hearts of Gold partners with 3-4 small Ecuadorian nonprofits per year that become CAP members. We work closely with these members through education courses and personalized training so that they may become more sustainable in the work they do. We also offer the capacity-building workshops and solidarity dialogues to the greater nonprofit community.

EDUCATE

Host skills-building workshops on topics such as leadership, marketing, and government reporting that target 8 capacity areas.

INVEST

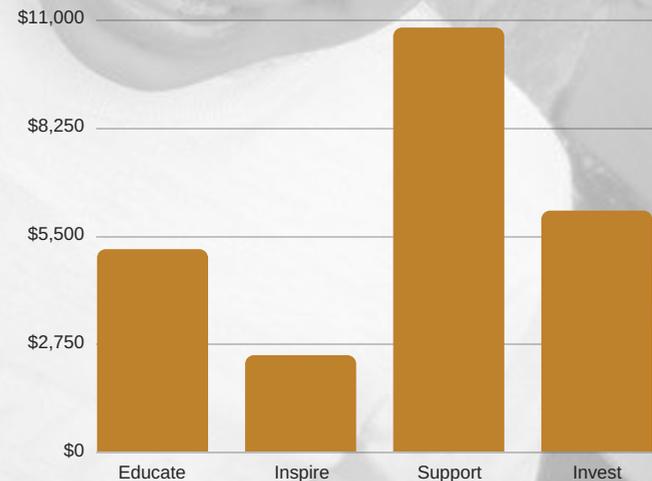
Provide financial assistance to our partners to support the development and growth of their grassroots programs for social change in at-risk communities.

INSPIRE

Facilitate dialogue sessions with our partners' directors and leaders in the community to build solidarity in a nonprofit network.

SUPPORT

Mentor our partners on nonprofit management and administrative services, collaborate in setting goals and evaluating programs to encourage program sustainability.



CAP ACTIVITIES: \$24, 536.66



WHY WE DO WHAT WE DO

75% OF FOUNDATIONS IN ECUADOR
CLOSE WITHIN A THREE-YEAR WINDOW

Hearts of Gold is playing a pivotal role in supporting the sustenance of nonprofit work in Ecuador. The reality of nonprofit organizations in Ecuador is a lonely one. When a community leader is enduring a difficult time, there is no one to turn to for support, inspiration, or advice. Hearts of Gold wants to see grassroots organizations survive, but thrive, despite poor social conditions that make their work all the more challenging.

DID YOU KNOW? *

30%

of students drop out between primary school and high school

26%

of children under the age of 5 are malnourished

44%

of homes report severe child abuse

60%

of women report to be victims of gender-based violence

APRIL 16, 2016



THE EARTHQUAKE THAT BUILT A YEAR OF RESILIENCE, RECOVERY & RECONSTRUCTION IN ECUADOR

On April 16, 2016 a 7.8 magnitude earthquake hit the town of Pedernales and shook the livelihoods of thousands on the coast, and millions nationwide. Over 600 individuals were killed in the natural disaster, and over 16,000 were injured. 2016 was a very dark time for Ecuadorians, but also an incredibly unifying time as communities across the country mobilized to support their compadres on the coast in any way possible.

HEARTS OF GOLD'S IMMEDIATE RESPONSE

Thanks to an out pour of generous support, we were able to **distribute over \$7,000 in the first week alone**. These funds were used for prioritized emergency needs, as reported by local officials:

- Basic necessities such as water, food, matches, sunscreen, and boots
- Much needed items such as industrial gloves and 5,000 pounds of lime to cover the smell of decomposing bodies
- An airlift plane to deliver materials to remote communities in great need

LONG-TERM RECOVERY FOR EARTHQUAKE RELIEF

Hearts of Gold is committed to long-term recovery on the coast through supporting grassroots projects. We are proud to support Proyecto Saman, the Portoviejo Housing Project, and the Cookie Parade Project, all of whom are targeting the needs of earthquake victims and developing collaborative and creative solutions to building a brighter future for those whose lives were shattered on April 16, 2016.

THE PORTOVIEJO HOUSING PROJECT

evaluated the families in greatest need in Portoviejo and works with the local government to ensure land rights & housing needs of 8 families are met.



THE COOKIE PARADE PROJECT

is a volunteer-pioneered bilingual children's book created to emotionally and financially support the victims of the earthquake.



PROYECTO SAMAN A VISION OF HOPE IN CANOA

Proyecto Saman assists 36 families that lost their homes in Canoa through 4 primary program areas: Sustainable Housing, Small Business Initiatives & Livelihood Training, Continued Education, and Outreach. Their mission is to transform a vulnerable situation into a healthy community by providing opportunities that build dignified and sustainable lives

Proyecto Saman and Hearts of Gold began to work together within a week after the April 2016 earthquake. Saman began receiving donations from all over the world and we knew that we would have to be careful in how this money was handled. Hearts of Gold came on board to help us with the important role of donor stewardship and ensuring all of our donation money is handled according to Ecuadorian law. Together we are ensuring that all donations are being effectively and appropriately used in order to make the greatest impact on the lives of families who lost so much.

SARAH HANEN BAUER

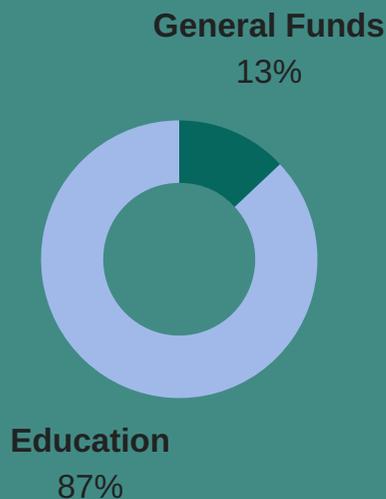
Proyecto Saman
Project Coordinator



2016 CAP MEMBERS

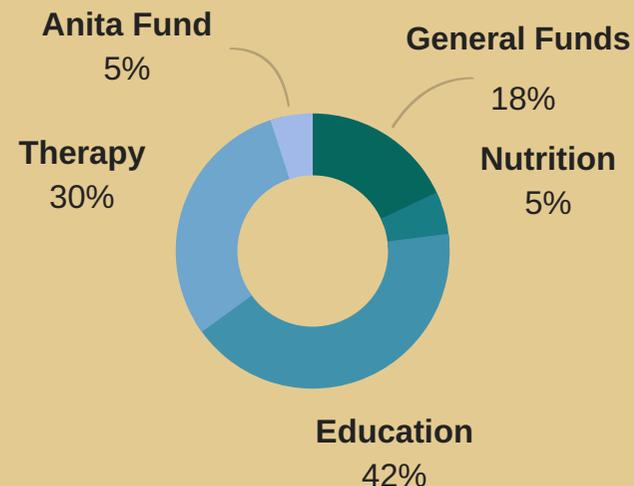
NOVA EDUCATIONAL CENTER, \$1,295.62

NOVA is an inclusion school where special needs and normal children are educated together, fostering acceptance and compassion between children. Special needs students receive courses to help cultivate their independence and personal growth and participate in creative therapies, such as horse therapy.



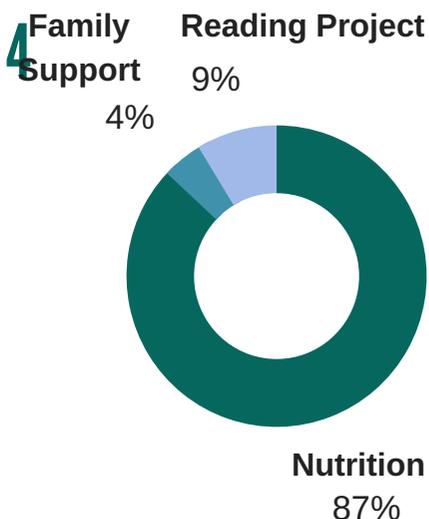
CETAP-LUCY, \$21,972.42

CETAP-Lucy is an early stimulation center dedicated to the well-being of 35 children in the rural community of Chilcapamba. It provides pre-school programs, after-school programs, various disability and trauma therapy programs, sexual education courses, and individual and family counseling.



FUNDACIÓN EL ARENAL, \$ 11,195.94

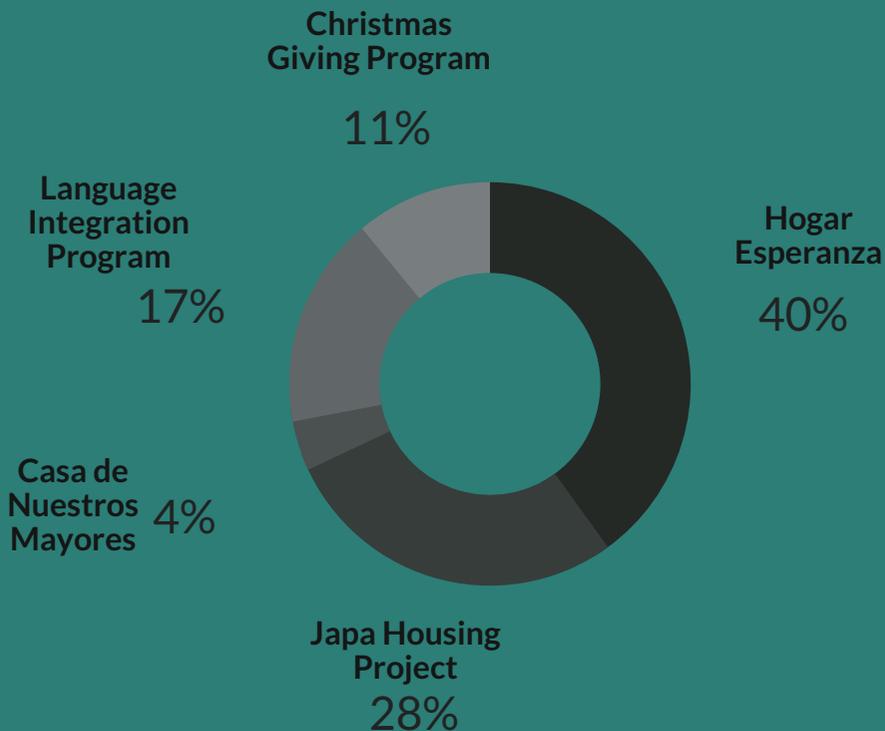
El Arenal features an after-school program, an educative counseling program, and also a nutritional lunch program for 84 children from the poorest sector of Cuenca. El Arenal is a safe haven for many children whose families work long days in marketing booths in the Feria Libre, the city's largest "mercado."



COMMUNITY INITIATIVES

\$22,741.22

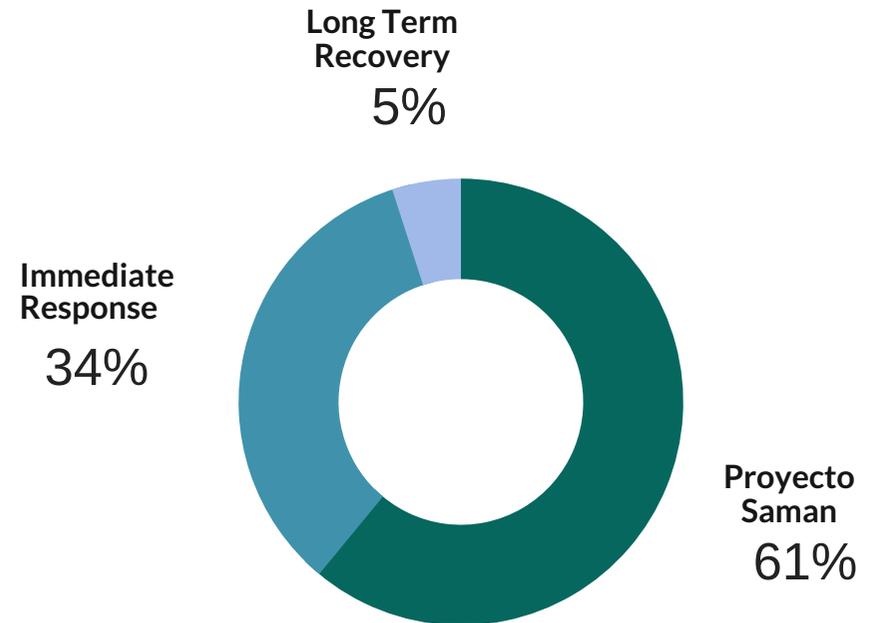
Hearts of Gold values its grassroots work with community leaders that direct Community Initiatives. In 2016, we partnered in projects for cross-cultural integration, HIV/AIDS support, housing, care for senior citizens, and families living in poverty.



EARTHQUAKE RELIEF FUND

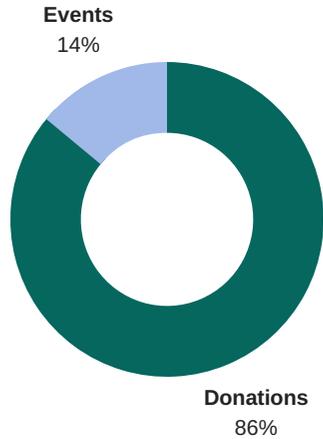
\$46,051.67

In the first month following the earthquake, Hearts of Gold distributed \$19,000 for immediate emergency response. Since then, Hearts of Gold remains committed to long-term sustainability, which is directed at the Proyecto Saman in Canoa.

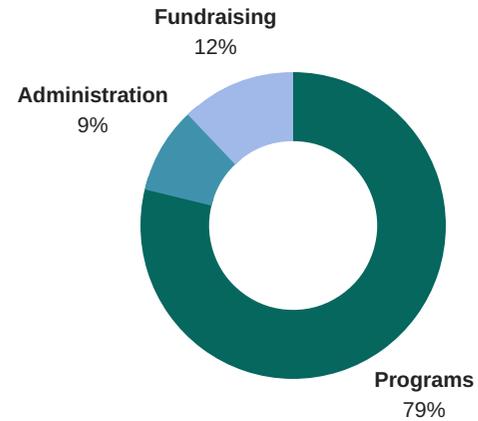


2016 FINANCIAL SUMMARY

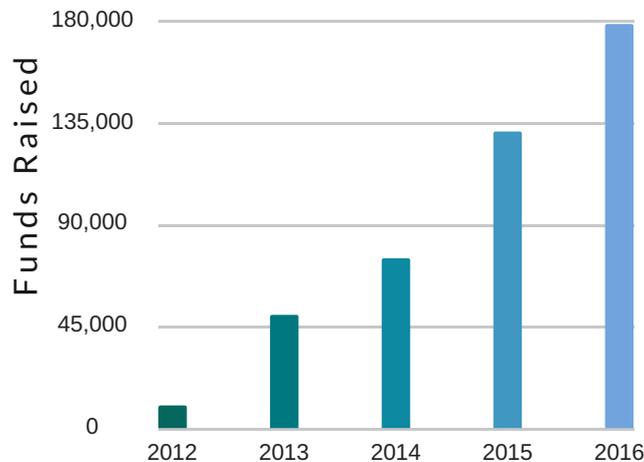
REVENUES, \$178,501



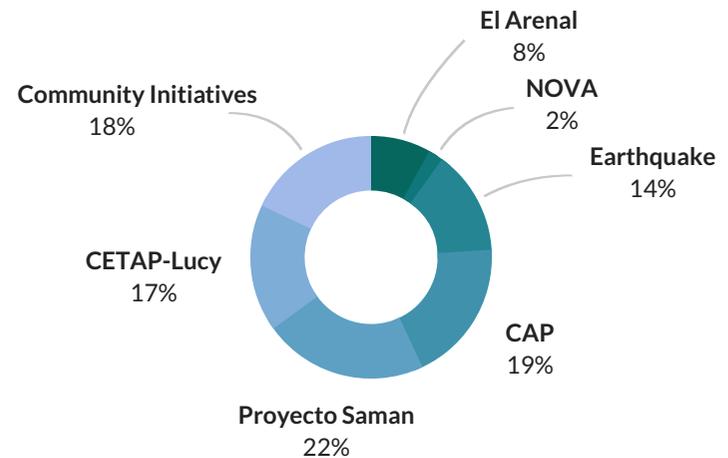
EXPENSES, \$160,999.10



OUR GROWTH, 2012-2016



PROGRAM BREAKDOWN, \$127,189.29



GET INVOLVED. MAKE AN IMPACT. CHANGE A LIFE.



DONATE

Your donation to Hearts of Gold will help local nonprofits become sustainable and more effective by developing their institutional capacities and program services through the CAP.



SHARE YOUR TALENTS

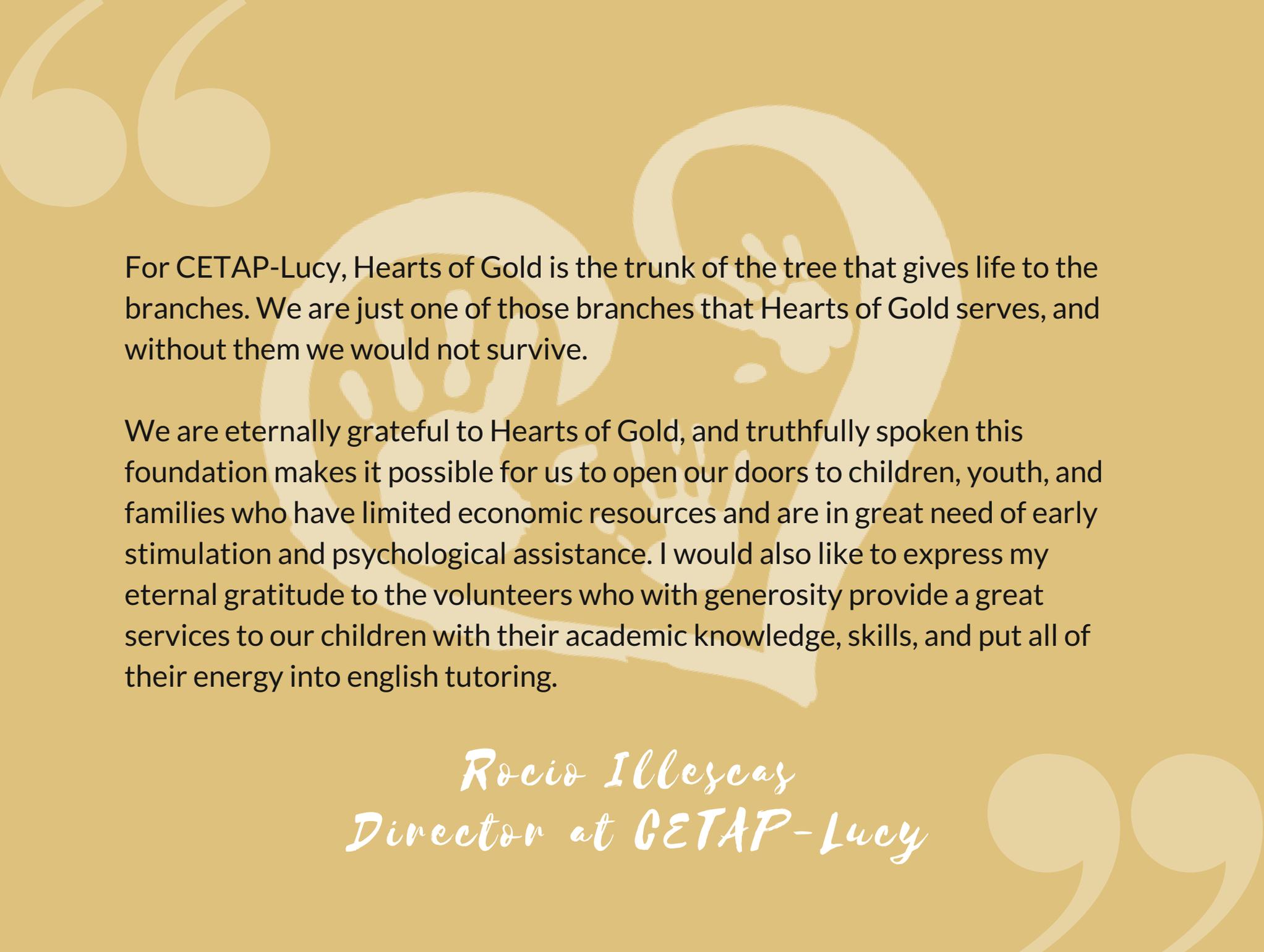
Join other community members and connect compassion with activism through volunteering at our office, events, or one of our partner programs!



CONNECT

Call our office at +593-7-405-6197 or email us at info@heartsofgoldfoundation.org to learn more about our programs and how to make a tax-deductible donation.

WWW.HEARTSOFGOLDFOUNDATION.ORG/DONATIONS/



For CETAP-Lucy, Hearts of Gold is the trunk of the tree that gives life to the branches. We are just one of those branches that Hearts of Gold serves, and without them we would not survive.

We are eternally grateful to Hearts of Gold, and truthfully spoken this foundation makes it possible for us to open our doors to children, youth, and families who have limited economic resources and are in great need of early stimulation and psychological assistance. I would also like to express my eternal gratitude to the volunteers who with generosity provide a great services to our children with their academic knowledge, skills, and put all of their energy into english tutoring.

Rocio Illescas
Director at CETAP-Lucy