



2018 ANNUAL REPORT



HEARTS OF GOLD FOUNDATION

Cuenca, Ecuador
heartsofgoldfoundation.org

A LETTER FROM OUR DIRECTOR

2018 was full of experiences that allowed us to grow as an organization. We successfully completed our second year of the Community Assistance Program (CAP) and several of our partner foundations (CETAP Lucy, El Arenal, and NOVA) are ready to begin practical experiences where they will test the skills they acquired.

In 2018, we welcomed 2 new partners to CAP: OSSO, an orphanage that serves 22 disabled children and young adults, and Kallpa Warmi, a collective of more than 90 women from rural Sayausi, working hard to sustain their families.

Together, we saw progress. We witnessed the way nonprofit leaders further develop their skills and life-changing programs.

This year, Hearts of Gold felt the economic struggle that is common for nonprofits in Ecuador and we were honored to receive strong support from the community when we needed it most.

I want to give a special thanks to our supporters. We appreciate your trust. It is because of you that we were able to continue our work to strengthen organizations that serve some of the most vulnerable populations in our community.

This year, Hearts of Gold staff proved once again that the work we do is our passion and comes from our hearts. I was amazed at how our small team was able to accomplish giant goals.

In 2018, the support we received from our advisors, ambassadors, donors, and Executive Board was invaluable. The love they have for our community is a force that has the ability to make the impossible possible.

Finally, I am pleased to say that Hearts of Gold is stronger than ever and ready for another amazing year of changing hundreds of people's lives!

THANK YOU!

Maria Jose Orellana





GET TO KNOW US

Hearts of Gold is a registered Ecuadorian nonprofit that works to boost the capacities of local nonprofits so that they can reach their unique goals. Our belief is that if you have a mission to help your community, we want to help you succeed!

Our Mission

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

Our Vision

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

Together, we support Ecuadorian leaders by giving them something they never had. Hope.

**This isn't charity.
This is empowerment.**

We are a nonprofit organization that works with Ecuadorian nonprofits to boost their capacities so they can become sustainable, independent institutions and thrive in the long-term.

You can think of us as a solution center for nonprofits. We equip nonprofits with tools that empower them to strive in challenging environments.

Our Impact

2018 HIGHLIGHTS

We have so much to celebrate! Thanks to a supportive community, we are honored to share some of our accomplishments from the year.

MIRAME'S PILOT YEAR

We launched our first ever program focused in women's empowerment, offering eight personal development workshops with 305 local women attending. Wow!

COMMUNITY PARTNERSHIPS

We collaborated with one of Cuenca's most prestigious institutions, the Universidad de Cuenca, to host student interns and offer workshops in professional spaces. We also were invited by Holland's Libre Foundation to host a second annual leadership training.

BROUGHT BENEFICIARIES & SUPPORTERS TOGETHER

This year we wanted our donors and volunteers to get to know who they were supporting. We started organizing site tours and private events to make this meaningful connection possible.

NEW BENEFICIARIES

Thanks to a call from the community, Hearts of Gold was able to support two more worthy local nonprofits this year: OSSO orphanage that cares for 22 children and young adults with severe disabilities and Kallpa Warmi, the rural's women's collective that empowers community members through education and entrepreneurship.



We've made so much possible together.

9

PROJECTS FUNDED

59

LOCAL NONPROFIT
PROFESSIONALS
PARTICIPATED IN OUR
CAPACITY BUILDING
WORK

95

HOURS OF WORKSHOPS
OFFERED TO THE
NONPROFIT COMMUNITY

305

WOMEN INSPIRED IN
PILOT YEAR OF MIRAME

5,000

BENEFICIARIES
IMPACTED THROUGH
OUR NONPROFIT
PARTNERSHIPS

BEHIND THE SCENES

There is more than meets the eye! Get to know us by learning about what work we do in the community and in the office.

EDUCATOR.

Hearts of Gold hosts educational workshops in areas such as fundraising, strategic planning, leadership, and nonprofit burnout to train and prepare nonprofit leaders and their staff.

⊕ In 2018, Hearts of Gold offered 101 hours of workshops.

MENTOR.

Hearts of Gold works one-on-one with nonprofit leaders – the real changemakers – to help them embrace their strengths, target areas of weakness, and thrive in their long-term service to populations in need.

⊕ We offered 40 mentoring and program support hours per month.

FINANCIAL STEWARD.

Hearts of Gold collects and manages funds for other nonprofits and grassroots efforts in Ecuador. In doing so, we can assure donors that their money is being responsibly managed to serve a cause they care about.

⊕ In 2018, Hearts of Gold stewarded funds for 10 organizations.

COLLABORATOR.

Hearts of Gold is proud to unite over 50 leaders in its “Pioneros de Cambio” (Changemakers) nonprofit network. We believe in building a community of support amongst organizations to share lessons learned and find opportunities to work together.

⊕ We hosted 4 networking events for local nonprofit leaders.

DID YOU KNOW?

Hearts of Gold is pioneering a new approach for sustainable community change in Ecuador. Our method? Empowerment + Education = Success.

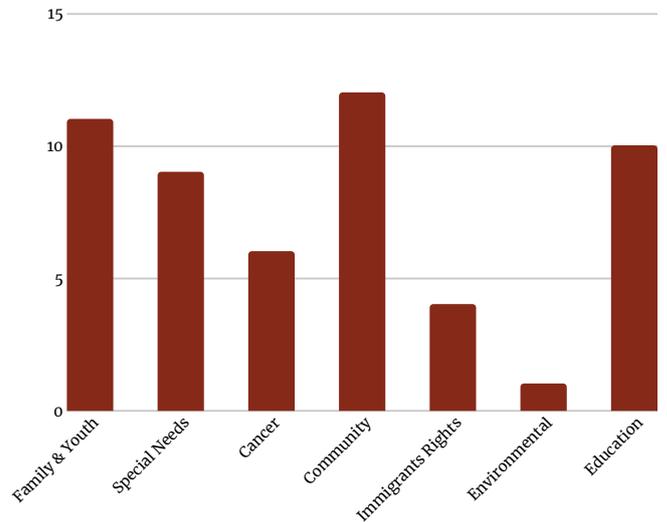
We are the only organization in Ecuador working to strengthen nonprofits through capacity building.

10+ local nonprofits depend on Hearts of Gold. That means that over 3,000 children, women, and families benefiting from our work.

Since 2012, Hearts of Gold has stewarded and distributed \$611,000 to nonprofits in Ecuador.

Changemakers Unite

PIONEROS DE CAMBIO NONPROFIT NETWORK



One of Hearts of Gold's goals is to create a formal nonprofit network in Ecuador so that leaders have a space to come together, express their challenges, and share lessons learned. In 2018 Hearts of Gold launched their nonprofit network "Pioneros de Cambio" (Changemakers) and hosted 4 networking events bringing together 59 community leaders.

We serve a spectrum of causes, but together, we are stronger. One leader's challenges are likely to be another leader's challenges. One leader's successes can help others succeed. Our 59 changemakers, making a lasting impact in Azuay, serve in areas like, education, family, youth development, special needs, Cancer, women's issues, community building, and immigrant rights.



"These opportunities allow us to share valuable information with all - with our staff, volunteers, and even more so with our community. We are all so happy and grateful for this experience."

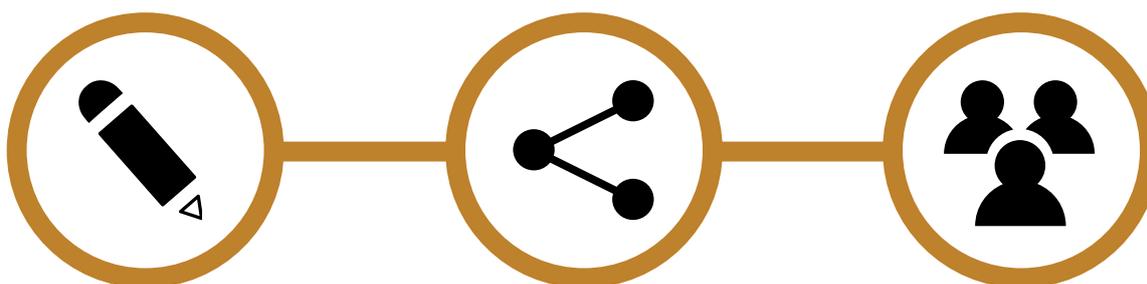
CAPACITY BUILDING COMMUNITY ASSISTANCE PROGRAM

We believe in the power of education. The Community Assistance Program (CAP) works to train, inspire, and unite nonprofit leaders to the best they can be. We offer capacity building opportunities in 6 areas: Strategy, Fundraising, Communications, Programs, Management, and Volunteer Coordination.



9 OUT OF 10

CAP pilot year participants were women.



WORKSHOPS

We act as classroom where nonprofits come to brush up on skills and learn new ones.

NETWORK

We bring together leaders who otherwise never would have met.

MENTORSHIP

We work one-on-one with leaders to set goals, develop solutions, and mark progress.



WORKSHOPS OFFERED

In 2018, you helped us offer 23 workshops to the local nonprofit community with 59 leaders in 95 hours of classroom time

- Strategic Planning 101
- Strategic Planning 102
- Strategic Planning 201
- Volunteer Management 101
- Volunteer Management 102
- Fundraising 101
- Fundraising 102
- Fundraising 201
- Fundraising 202
- Leadership & Communication 1
- Leadership & Communication 2
- Leadership & Communication 3
- Leadership & Communication 4
- Leadership & Communication 5
- Advanced Leadership & Communication 1
- Advanced Leadership & Communication 2
- Program Evaluation 101
- Legal Topics for NGOs
- Entrepreneurship and the Importance of Failure
- The Power of Communication
- Visual Communication and Its Impact
- What are we really selling? Tools to Bring your Marketing Strategy to the Next Level
- 4 Steps to Find Purpose in your Life

WOMEN'S EMPOWERMENT

MIRAME'S PILOT YEAR

The Mírame program fostered individual women's empowerment and helped participants find ways to support each other through **mentorship, professional training, educational workshops, and social events**. 305 women participated in 8 workshops led by certified professionals.

2018 FOCUS AREAS INCLUDED:

- ⊕ Self-esteem
- ⊕ Motivation
- ⊕ Nutrition
- ⊕ Personal Development
- ⊕ Women's Health
- ⊕ Women's Rights
- ⊕ Stress Management & Yoga



"Kallpa Warmi" means "strong woman" in Quechua, an indigenous language of the Andes. These strong, brave, hard working women from Sayausi (a small rural town outside Cuenca) fight every day to support their families. With this scholarship, Kallpa Warmi has access to workshops focused on strengthening their organization and entrepreneurial efforts, as well as dialogue circles focused on women's empowerment!

EARTHQUAKE RELIEF

OUR LONG-TERM VISION TO BUILD SUSTAINABLE FUTURES

On April 16, 2016, a 7.6 magnitude earthquake struck the coast of Ecuador, shattering the livelihoods of thousands. Hearts of Gold showed their commitment to this tragedy by providing aid amidst the crisis, and partnering with grassroots efforts that were building sustainable solutions. We are proud to have supported Proyecto Saman, the Portoviejo Housing Project, and the Cookie Parade Project, all of whom targeted the needs of earthquake victims and developed collaborative and creative solutions to build a brighter future for those whose lives were shattered on April 16, 2016.

Thanks to a generous international community, Hearts of Gold facilitated \$87, 593 to Earthquake Relief between 2016 and 2018

GET TO KNOW OUR PARTNERS

CETAP-LUCY

An early stimulation center dedicated to the well-being of 35 children in the rural community of Chilcapamba. It provides preschool, after-school programs, various disability and trauma therapy programs, sexual education courses, and counseling for individuals and families.



NOVA

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

EL ARENAL

A before and after school program that offers nutritional meals and counseling services for up to 84 children living in poverty. El Arenal is a safe haven for many children whose families work long days in the area surrounding Feria Libre, the city's largest "mercado."



KALLPA WARMI

A collective of more than 90 women from rural Sayausi. They work together to provide sources of income for their families, through micro-businesses in ecotourism, craft-making, agriculture, animal husbandry, catering, and micro-loans.

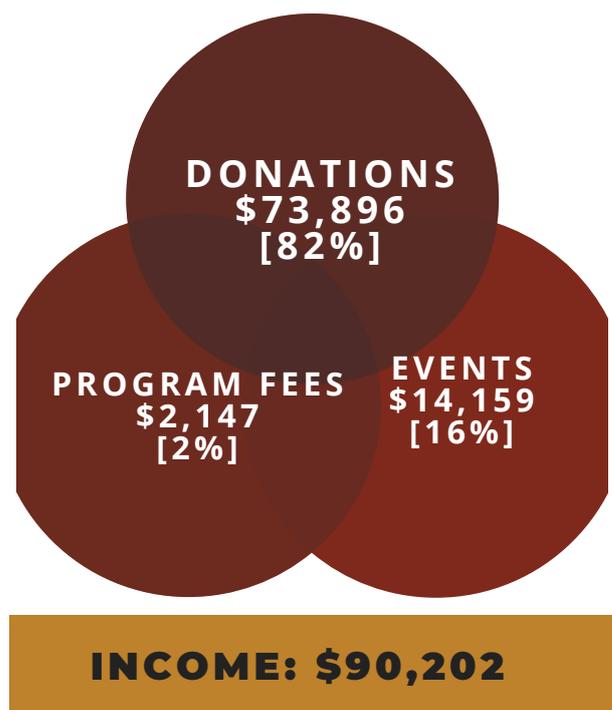
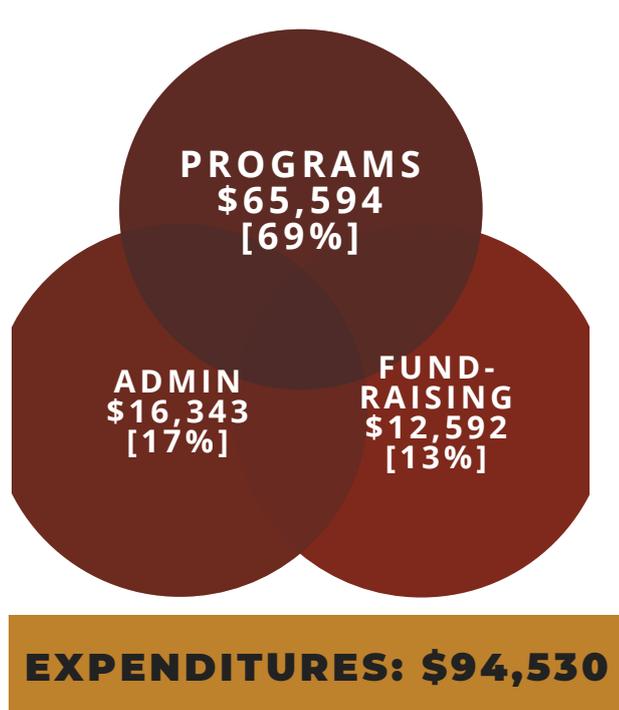
OSSO

An orphanage cares for 22 children and young adults with special needs ranging from extreme cases of cerebral palsy and paralysis to autism and developmental disabilities. OSSO provides a full range of services, including nutrition, physical and occupational therapies, and medical treatments.



HEARTS OF GOLD 2018 FINANCIAL SUMMARY

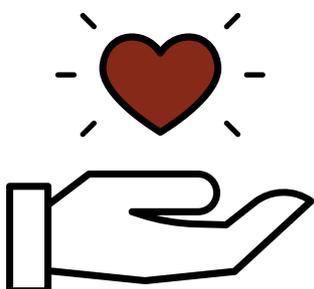
We worked hard to put YOUR money to work in 2018.



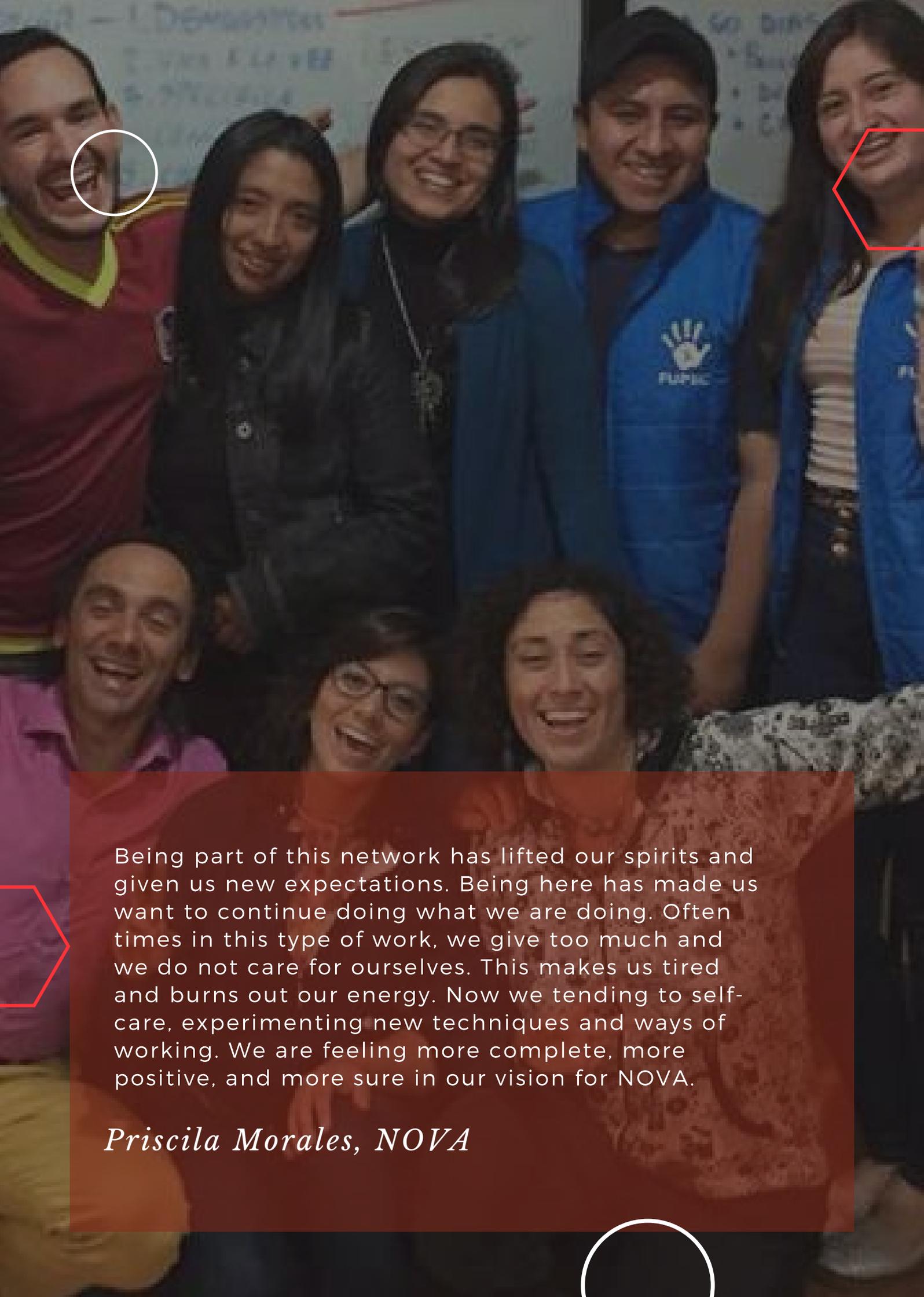
Please note that the difference in income and expenditures is due to the use of overflow funds from 2017 for the Its About Children and Earthquake Relief project implementation in the 2018 year.

PROGRAMS WE FUND

Aside from our capacity building work, we are dedicated to sustainable funding for local nonprofits making a lasting impact in their communities. In 2018 we facilitated \$52,694 to our partners.



CETAP-Lucy	\$9,988
Fundación El Arenal	\$3,496
Christmas Giving Program	\$1,411
Its About Children	\$13,064
Earthquake Relief	\$8,706
ADACAPIA	\$1,240
NOVA	\$92
Casa de Nuestros Mayores	\$300
OSSO	\$1,919
MIRAME	\$8,331
Community Assistance Program (CAP)	\$8,586



Being part of this network has lifted our spirits and given us new expectations. Being here has made us want to continue doing what we are doing. Often times in this type of work, we give too much and we do not care for ourselves. This makes us tired and burns out our energy. Now we tending to self-care, experimenting new techniques and ways of working. We are feeling more complete, more positive, and more sure in our vision for NOVA.

Priscila Morales, NOVA

WE HAVE YET TO REACH OUR FULL POTENTIAL

Thanks to our amazing community of supporters, we've made the impossible, possible. Still, there is so much more we can accomplish together. Here's how you can get involved.



SPREAD THE WORD

Subscribe to our newsletter, follow us on Facebook & Twitter and help us spread the word to your friends!



VOLUNTEER

Lend your time and talents to our community by becoming a Hearts of Gold volunteer!



CONTRIBUTE

Every donation makes a difference. Visit www.heartsofgoldfoundation.org/donations to give online.

HEARTS OF GOLD FOUNDATION

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