



2019



Hearts of Gold

# ANNUAL REPORT

*Educate, empower, connect.*

*Together, we are the change.*

**Cuenca- Ecuador**



## A LETTER FROM OUR DIRECTOR

*Dear Friends,*

You amaze me! I would like to express my immense gratitude for your support and solidarity yet another year.

2019 was not without its challenges. Together, we confronted a growing refugee crisis, a staggering economy leading to higher need for food and basic goods, and political unrest which brought Ecuador to its knees for months. Because of you, not only did we make it through, but we delivered aid to those who needed it most.

This year, we welcomed two new organizational partners: Mirame, a women's empowerment initiative, and the Cuenca Soup Kitchen, an effort to provide nutritious meals to Venezuelan refugees and homeless individuals.

You also helped us launch a successful new campaign, All Children Deserve to Dream, which is encouraging children and teenagers to dream big and acknowledge that they are valuable members of society.

Our work to empower local nonprofit leaders continues in the Community Assistance Program (CAP), which has made us a hub for education around social issues and leadership. CAP members have shown significant growth since the program's launch in 2017, but that does not mean our work is done here. We are committed to standing with these leaders and providing impactful learning opportunities for years to come.

Last but not least, I am delighted to share great news about Hearts of Gold's financial stability. In 2019, we altered our fundraising strategy to incorporate the talents of our dedicated volunteers and strategically cut costs where we could afford to do so. I would like to send a special thank you to our social committee, headed by Franny Hogg Lochow, our volunteer coordinator, Amy Montiel, and our advisory committee, for their unwavering commitment to build an Ecuador where every individual enjoys a life of dignity, hope and empowerment.

*From our hearts to yours.*

**María José Orellana**  
Executive Director

# GET TO KNOW US



Hearts of Gold is an Ecuadorian nonprofit that supports and trains local nonprofits and their communities. Local leaders are on the ground putting in the work to make a difference. Hearts of Gold stands by their side in solidarity to help make their impact go even further.

*Together, we empower and lift marginalized communities to their greatest potential.*

There are so many challenges that face Ecuadorians face - cycles of poverty, access to education, and gender equality, just to name a few. Hearts of Gold is proud to stand with pioneers for change (or “pioneros de cambio,” as we like to say) as they pave the way for a better Ecuador. We equip leaders with the tools and skills they need to succeed in the long-term. Our goal is to cultivate more sustainable, independent organizations that will thrive in the long-term.



## OUR VISION

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

## OUR MISSION

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



# OUR IMPACT

2019 HIGHLIGHTS

*You made it possible! Look  
what we accomplished in 2019,  
together.*



## Forging new partnerships

This year we welcomed two new partner organizations in the Community Assistance Program: the Cuenca Soup Kitchen, which provides food security for refugees and impoverished populations, and Mírame, which offers women's empowerment programs.

## Supporting local leaders

In 2019 we revitalized our Community Assistance Program to offer more in depth one-on-one mentoring sessions with nonprofit directors. These individualized mentoring sessions help leaders put theories taught in workshops into action.

## Encouraging children to dream big

Thanks to your support, our "Let Children Dream" campaign was a complete success. These funds are being directed to children at our partner organizations to help them do things they never thought possible.

5000

BENEFICIARIES  
IMPACTED  
THROUGH  
OUR NONPROFIT  
PARTNERSHIPS

We've made more than  
we thought possible, possible.

3

networking  
events

20

new members in  
the changemakers  
nonprofit network

85

hours of workshops  
for the nonprofit  
community.

480

hours of mentoring  
& direct services

\$62,854

IN PROGRAM SERVICES.

# BEHIND THE SCENES

*Thanks to your support, we provide holistic support to nonprofits so that they cannot only survive, but thrive in building resilient communities around Ecuador.*

## DID YOU KNOW?

# 7

local nonprofits depend on Hearts of Gold. That means that over 5,000 children, women, and families benefiting from our work.



### EDUCATOR.

Hearts of Gold hosts educational workshops in areas such as fundraising, communication & marketing, leadership, and self care to train and prepare nonprofit leaders and their staff.

**In 2019, Hearts of Gold offered 85 hours of educational workshops.**



### MENTOR.

Hearts of Gold works hand in hand with nonprofit leaders to set goals, make strategic plans, and make sure lessons learned are put into action in a sustainable manner.

**With a new focus in the Community Assistance Program, Hearts of Gold offered 480 hours of mentoring and direct services.**



### FINANCIAL STEWARD.

Hearts of Gold fundraises and manages funds for other nonprofits and initiatives in Ecuador. Over 8 years we have built a relationship of trust and transparency with our supporters.

**Hearts of Gold stewarded funds for 7 organizations that serve children, women, individuals with disabilities, homeless, and more.**



### COLLABORATOR.

Hearts of Gold is honored to act as a hub where 70+ community leaders can come together to learn, network, and find new, innovative ways to work together.

**We hosted 3 networking events and welcomed 20 new members into the Pioneros de Cambio (“Changemakers”) nonprofit network in 2019.**

# \$674,000

STEWARDED AND DISTRIBUTED TO NONPROFITS IN ECUADOR SINCE 2012.

# CHANGEMAKERS UNITE



## Nonprofit network in action: Pioneros de Cambio

Inspired by the leaders who felt isolated and alone in their work, Hearts of Gold launched the Pioneros de Cambio (“Changemakers”) nonprofit network to create a community where leaders can come together to learn from one another, share their struggles, and find creative solutions. Since 2018, the network has grown to include 79 changemakers who are building a better Ecuador by supporting causes from youth and women’s empowerment to cancer advocacy and immigrants rights.

Together, we are stronger.

“

*We are no longer alone. We walked next to Hearts of Gold Foundation and all the leaders and changemakers from Pioneros del Cambio.*

*Nova School*

”



# COMMUNITY ASSISTANCE PROGRAM

## CAPACITY BUILDING

*We believe that nonprofits are the backbone of a strong society. We support, inspire, educate, and invest in community leaders and grassroots organizations and their staff to make their work sustainable, efficient, and impactful.*

## HOW WE WORK

### Workshops & training

Our specialized curriculum was launched in 2017 based on an extensive evaluation of nonprofit strengths, weaknesses and expressed concerns. Our educational courses target six core areas of nonprofit development:

- Strategy
- Fundraising & donor management
- Communication & marketing
- Programs
- Leadership
- Finance & governance

### 1-on-1 mentoring

After three years of positive impact in our capacity building work, our community leaders expressed interest in greater personalized educational opportunities. In 2019, Hearts of Gold boosted our mentoring program to ensure that leaders have the knowledge and tools to make sustainable change in their organizations.



**EDUCATE**



**INSPIRE**



**INVEST**



**SUPPORT**

*Empowered leaders.  
Stronger nonprofits.  
Resilient communities.*

### 2019 Highlight

For the 3rd year in a row, Hearts of Gold was selected to host a 5-day leadership summit with the European Libre Foundation. This year, 20 local nonprofit leaders came together for 40 intensive hours to reflect on their leadership, management and communication skills.

# GET TO KNOW OUR PARTNERS

*We are constantly amazed by the work they do. Learn more about our partner organizations and the impact they are making to build a better Ecuador.*



## KALLPA WARMI

Building a strong, entrepreneurial network of rural women in Sayausi. Fights for women's rights by establishing individual and collective responsibilities through social projects in agriculture, entrepreneurship, and education/-training.



## CETAP-LUCY

Supporting early childhood development and education in rural Chilcapamba. CETAP-Lucy provides preschool programs, after-school programs, various disability and trauma therapy programs, sexual education courses, and individual and family counseling to 35 youth from low-income families.



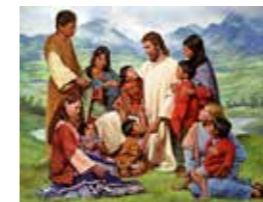
## CUENCA SOUP KITCHEN

Feeding 170 individuals in need everyday. Thanks to their efforts, refugees from Venezuela and Ecuadorians living in poverty always have a secure place to turn for a nutritious meal.



## FUNDACIÓN EL ARENAL

Providing educational support and food security for 65 youth in the urban El Arenal district. This community center offers a safe haven for children and teenagers with their after-school program, an educational counseling program, and a nutritional lunch program.



*Los Pequeñitos de OSSO*

## OSSO

Providing a home and hope for 22 orphans with disabilities. The orphanage hosts and cares for children with special needs, ranging in extreme cases of Cerebral Palsy, paralysis, autism, and others, prioritizing including nutrition, special education, physical and occupational therapies, medical treatments.



ESCUELA DE EDUCACIÓN BÁSICA PARTICULAR  
COMUNIDAD EDUCATIVA DE INTEGRACIÓN PEDAGÓGICA DINÁMICA

## NOVA

Offering the only inclusive education program in Cuenca for children with disabilities. NOVA is an inclusion school where special needs children and normal children are educated together, fostering acceptance and compassion between children.



## MIRAME

Empowering women in Cuenca and beyond. In a country where women's voices are sometimes silenced, Mírame is doing critical work to empower women through workshops, training, and community building.

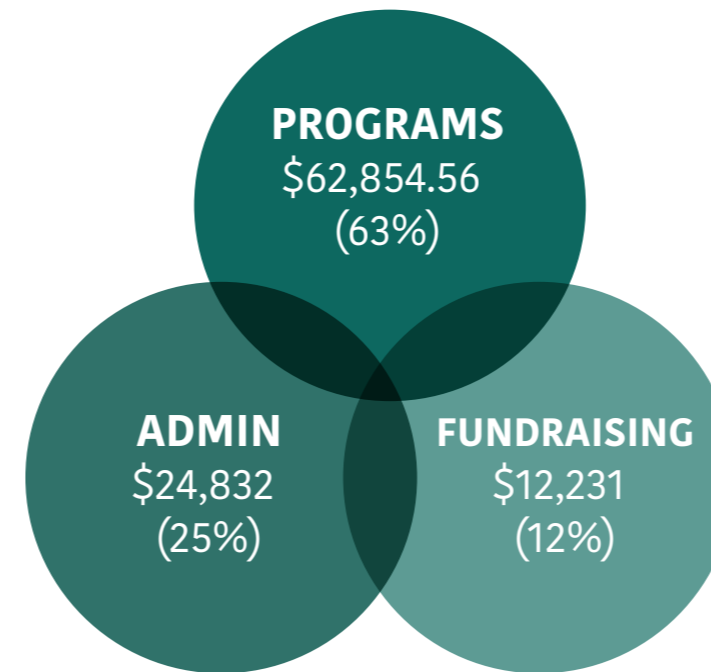


# 2019 FINANCIAL SUMMARY

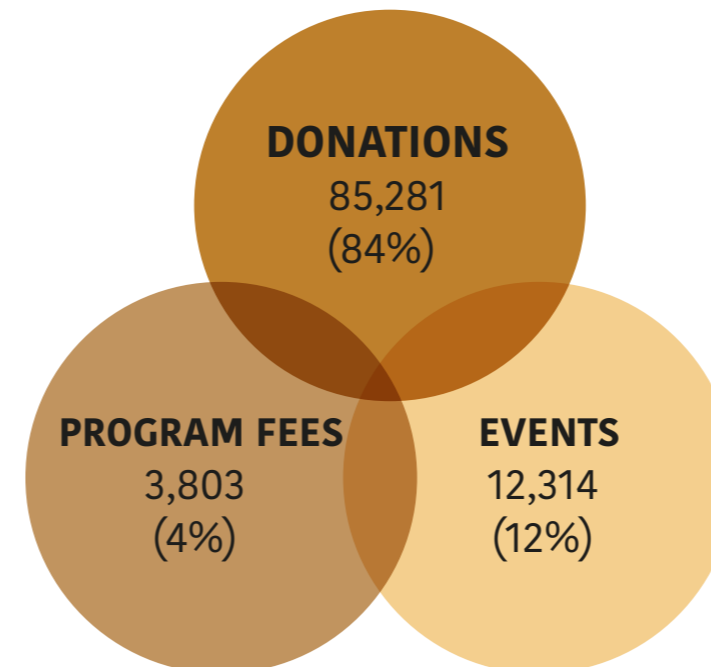
*We worked hard to put your money to work in 2019.*



## EXPENDITURES: \$99,918.00



## INCOME: \$101,399



## PROGRAMS WE FUND

- CETAP-Lucy | \$9,910
- Fundación El Arenal | \$3,225
- NOVA | \$299
- OSSO | \$2,229
- MIRAME | \$764
- Cuenca Soup Kitchen | \$11,469
- It's about children | \$11,440
- ADACAPIA | \$2,000
- Community Initiatives Fund | \$4,350

# OUR TEAM



## Staff:

Maria Jose Orellana | **Executive Director**  
Maria Cariadad Serrano | **Program Coordinator**  
Alexandra Riofrio | **Accountant**  
Tsu Escandon | **Community Manager & Graphic Designer**  
Kelly Merchán | **Writer**  
Amy Montiel | **Volunteer Coordinator**

## Advisory Committee:

Bill Bushnell, Leita Hulemes, Rick Smith, Brian Hitsky, Bill Wood, Mark Davis, Franny, Miriam Luse, Amy Montiel, Joel Munn, Steve Rattle

## Social Committee:

**Head:** Frances Hogg; **Members:** Pat Jacson, Rick Jackson, Miriam Luse, Ana Powell

*To all of our volunteers who have been an integral part of fundraising and program development — from unique events to garage sales and workshops to networking events — you are the ones that have made Hearts of Gold move forward! **THANK YOU!***

You are forever in our hearts. We thank you for your leadership and commitment to the Hearts of Gold Foundation. May you rest in peace.

**Mike Herron**  
**Mark David**  
**Robert Brenner**  
**Luse, Ana Powell**



“ Over seven years, I've been able to see firsthand the positive changes to our partner organizations and the improvements in the lives of the children and communities we serve. **My involvement has made a difference. Yours can, too.** ”

*Frances Hogg - Ambassador*

### VOLUNTEER

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

### SPREAD THE WORD

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

### CONTRIBUTE

Every donation makes a difference. Visit [www.heartsofgoldfoundation.org](http://www.heartsofgoldfoundation.org)



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Cuenca-Ecuador

# THANK YOU !

Special thanks to our corporate sponsors, your generosity and continued support have made possible our work.  
*You Are Hearts Of Gold!*

