

Hearts of Gold

ANNUAL  
**REPORT**  
2022



Together, we are the change.

**Educate | Empower | Connect**



María José Orellana  
**Executive Director**

# A letter from \_\_\_\_\_ our director

2022 has been a wonderful year, full of learning experiences and once again, we have been able to create alliances with amazing organizations and projects.

We have continued empowering our community organizations and now we are happy to share that we have also been able to create our very first project focused on generating job opportunities for direct beneficiaries in the community.

A group of 10 wonderful women have been trained in many areas and are now able to generate some kind of stable income for their families through cleaning service projects.

All of our training sessions to partners, individuals, our All Children Deserve to Dream, our D'ELLAS entrepreneurship project (D'ELLAS Cleaning Service) and many more activities this year would not have been possible without the support of our Donors, Volunteers, Executive & Advisory Board and Hearts of Gold's staff.

Thank you for being part of our Hearts of Gold Family!

I feel honored to count on your trust and support.

*María José Orellana*  
EXECUTIVE DIRECTOR

# Who **WE ARE**

We believe in true people-powered development. That means shifting power to the community level. Not only is this the right thing to do, it's also the most effective way to achieve results that will last, and that will be shared and shaped by the people who are supposed to achieve them.

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

## Our Vision



To be a foundation internationally recognized for the impact of its work and transparency in society, in order to achieve an environment where everyone enjoys a life with dignity.

## Our Mission



To foster the skills and abilities of individuals and community support organizations, through training, alliance building and sources of entrepreneurship, in order to reach their maximum potential; guaranteeing their overall development.





# What we did in 2022

6,000

Beneficiaries

impacted through our community  
partnerships in 2022



## WE HAVE SUPPORTED:

Education and nutrition sponsorships for children and teenagers.

Therapies and differential diagnosis for children and teenagers with disabilities or deficits.

Families in vulnerable situations and those affected by natural catastrophes.

Support to foundations and non-profit organizations through the Community Assistance Program.

Entrepreneurs.

8



Nonprofit  
organizations



1

Entrepreneurship  
created



33

Dreams came  
true



12

Workshops

&

10

Personal  
training for  
partners



104

Sponsored  
children



## COMMUNITY ASSISTANCE PROGRAM (CAP)

We support, inspire, educate and invest in leaders of foundations and social organizations through workshops and mentoring to make their work sustainable and efficient.

## ALL CHILDREN DESERVE TO DREAM

This project aims to promote respect for the rights of children and adolescents in Ecuador, giving them the opportunity to dare to dream, encouraging in them the desire to build a better tomorrow.

## D'ELLAS CLEANING SERVICE

D'Ellas aims to empower women in the personal, family and economic spheres, so that they can move forward and live with dignity. Our intention is to generate a culture of work and savings, creating new sources of employment for our beneficiaries, that they can reintegrate into working life and generate their own income. All this together with a fair price, with a social purpose and cooperative work of entrepreneurs.

## KIDS SPONSORSHIP

### Fundación El Arenal

This year we fulfilled various dreams for their children; and we have supported their workteam with workshops and personal trainings.

### CETAP - Lucy

We supported 10 children in the psycho-pedagogical area, with personalized therapies, early diagnosis of learning difficulties, personal school homework tutoring. This allows children with learning difficulties to be integrated, with dignity, into the same academic curriculum as their peers.

### Fundación OSSO del Ecuador

Hearts Of Gold was able to collaborate with Osso to support 22 children and teenagers from the orphanage with medicine to stabilize their health, as well as provide personal hygiene products.

# Community Services



## SAYAUSI FLOOD

We served as support agents for the families affected by the flood that occurred in the city of Cuenca, in the rural area of Sayausi. Due to the heavy rains, the mountain experienced a major landslide with falling large rocks and other debris, reaching great speed and destroying several houses in the sector.

We were able to contribute basic necessities, such as non-perishable food, clothing, personal hygiene products, seeds, and dual-purpose chickens, benefiting more than 50 families affected by the flood.



## NAVIDAD AT QUINGEO

On December we collaborated with the community of Punta Hacienda - Quingeo, delivering gifts, food and sharing together with 250 families through a joyful pampamesa, with the goal of sharing the joy of being healthy after a difficult pandemic.

We were also able to collaborate with seeds for the community gardens, and 100 live chicks; the same ones that benefit more than 100 families, with the purpose that they can obtain various products that not only serve for their own consumption, but also to generate their own income.

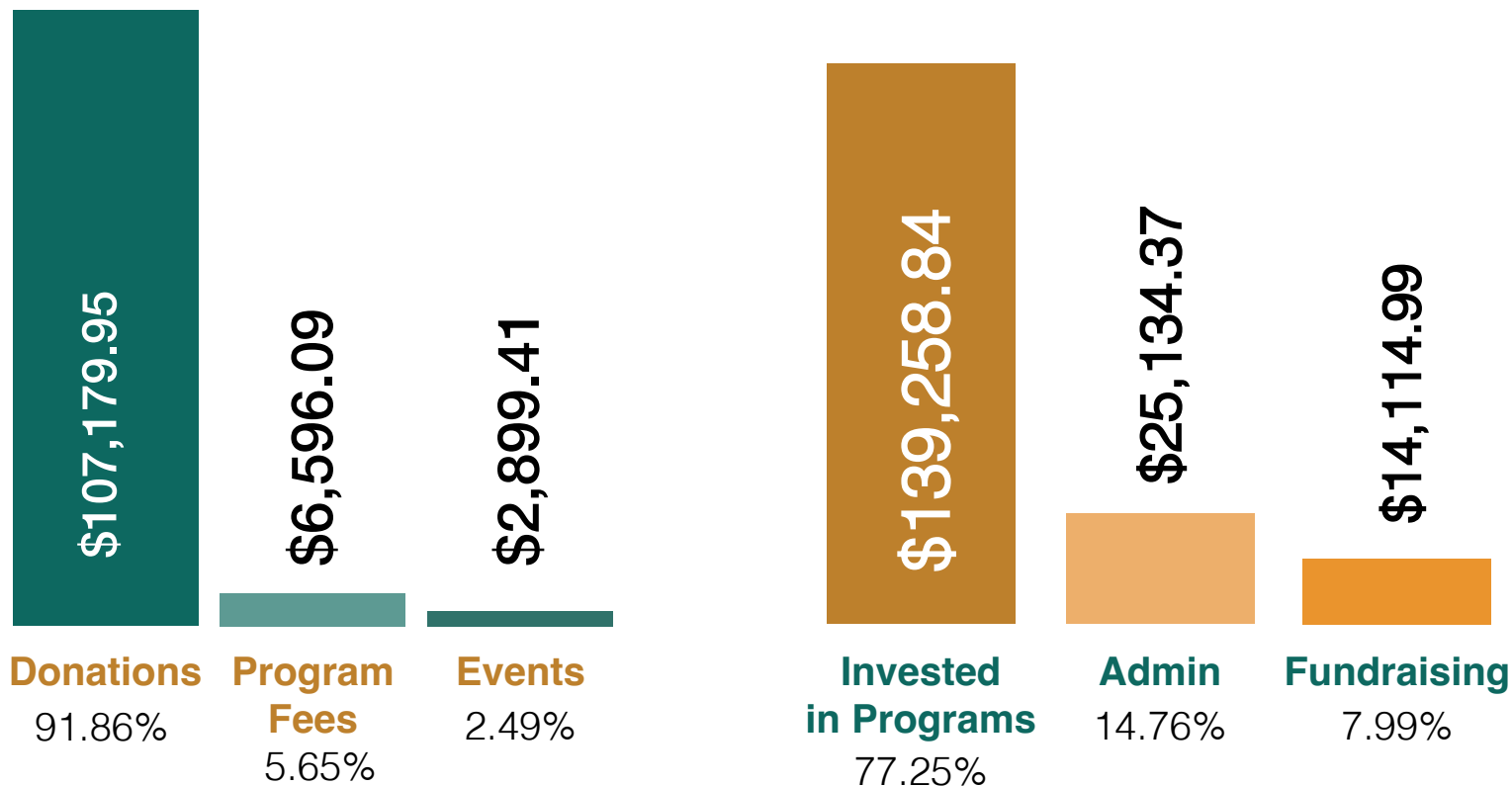
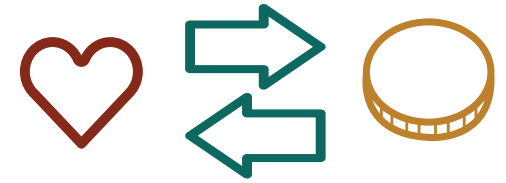


## COVID EMERGENCY

As a foundation, we have continued to support families who, due to different post-pandemic circumstances, have not been able to find a job and establish themselves financially.

With the support of the Cuenca Soup Kitchen we have been able to provide a bag of food and vegetables to more than 4,800 families, benefiting more than 30,000 people, for all twelve months of the year. This realized our goal of covering one of the essential basic needs, which is healthy eating.

# 2022 FINANCIAL SUMMARY



**INCOME**  
**\$116,675.45**

**EXPENDITURES**  
**\$178,508.20**

Thank you for  
your  
continued  
support in  
empowering  
communities  
from  
within.

## Programs we **FUND**

CETAP LUCY  
\$ 15,278.61

EL ARENAL  
\$ 2,618.36

CAP  
\$ 26,753.21

ALL  
CHILDREN  
DESERVE TO  
DREAM  
\$ 3,588.02

NOVA  
\$ 395.41

OSSO  
\$ 6,676.82

AZULADO  
\$ 3,578.98

CUENCA  
SOUP  
KITCHEN  
\$ 106,140.51

MIRAME  
\$ 2,330.26

D'ELLAS  
ENTREPRENEURSHIP  
\$ 10,200.10

IKIAM  
\$ 947.92





# You Are Hearts Of Gold!

Since 2012, we have invested

**\$1,161,599.42**

Thank you for your continued  
support in empowering  
communities from  
within.



# Together, we are **STRONGER**

## VOLUNTEER

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

## SPREAD THE WORD

Remember to follow us on our social networks, and become the change with us to improve thousands of lives.



## CONTRIBUTE

Every donation makes a difference. Visit

[www.heartsofgoldfoundation.org](http://www.heartsofgoldfoundation.org)

[www.globalgiving.com](http://www.globalgiving.com)



[info@heartsofgoldfoundation.org](mailto:info@heartsofgoldfoundation.org)  
Chimborazo L-13 y Esmeralda  
Cuenca-Ecuador

