



Hearts of Gold



ANNUAL REPORT 2020

Together, we are the change.

Educate | Empower | Connect



A heartfelt **THANK YOU**

This year we had planned to support our community by welcoming new members, strengthening our weaknesses and lifting our partners up. We had so many goals and dreams, but the COVID-19 pandemic arrived to teach us all some valuable lessons.

While working from home, we witnessed how Hearts of Gold struggled financially along with our partners. It became an everyday fight to maintain ourselves and our partners.

For us, the idea of one or more of our partners shutting their doors, there by leaving children and families without their critical services, felt like the biggest nightmare.

Who came to the Rescue? YOU did! You once again stepped up — your encouraging words to our staff, your trust, and your unconditional support allowed us to reach thousands of people from our community with online mentoring, food donations, COVID tests, and much more.

Every year we have the great honor to forge new alliances, partnerships, and friends in our giht to make a better Ecuador. But this year, I feel humbled by the opportunity to join forces with even more partner organizations like our friends from the Cuenca Soup Kitchen. This past year we've have our friends closer than ever to Hearts of Gold. Our Board, advisors, volunteers and donors have shown their love not only for the foundation but for the community. Our hearts are filled with love and gratitude.

I also want to give a special thanks to the staff of Hearts of Gold. At the beginning of 2020 we had to reduce salaries substantially to be able to keep the foundation alive, and this team of strong women stood resilient and continued working with passion and commitment.

As you will see in this report, we have become stronger, we feel fortunate to have enough to support our very much loved beneficiaries

Maria José Orellana
EXECUTIVE DIRECTOR

Who we

ARE

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.

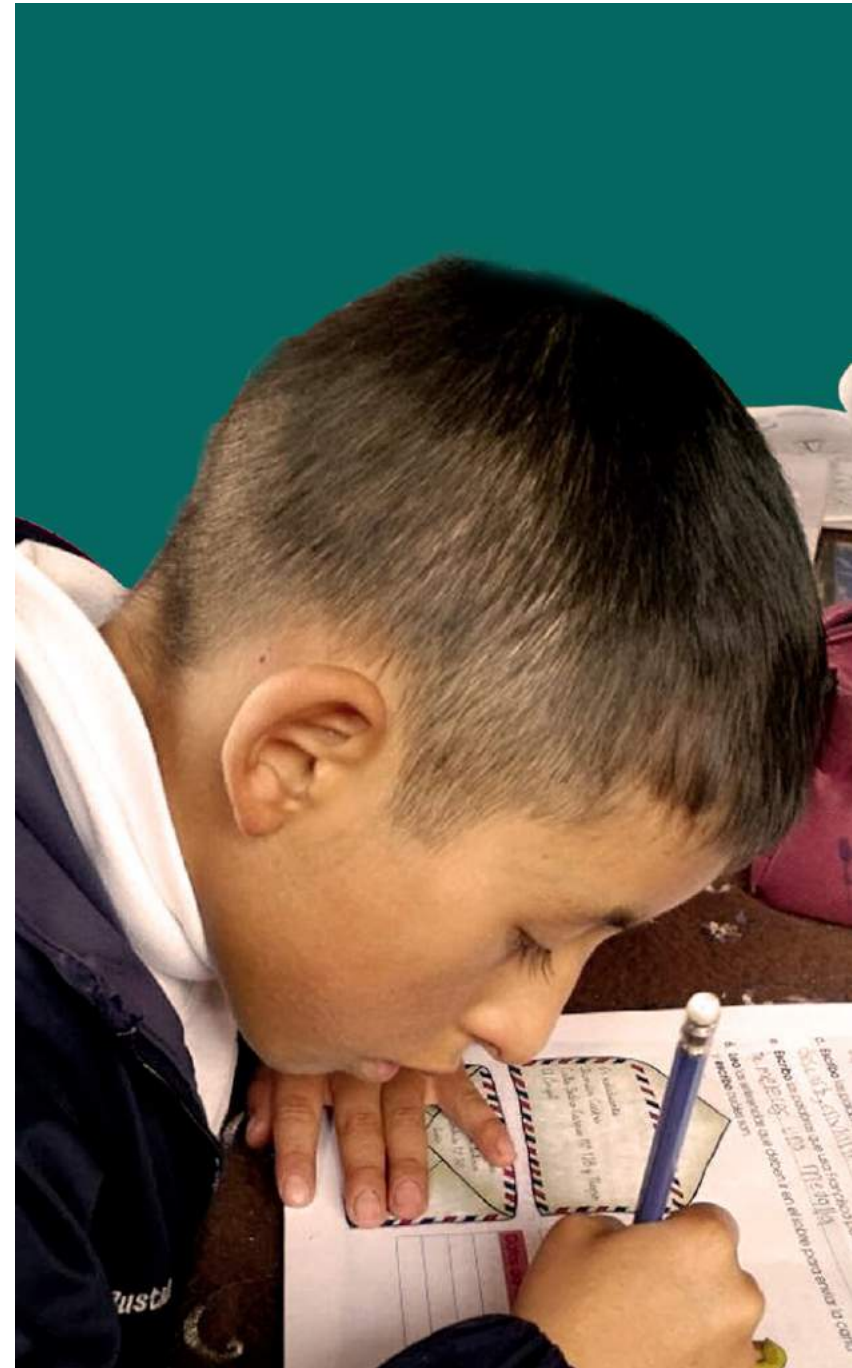
We equip leaders with the tools and skills they need to succeed in the long-term. Our goal is to cultivate more sustainable, independent organizations that will thrive in the long-term.

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

CAP ONLINE

This year we welcomed 2 new partner organizations to our family. Our Community Assistance Program had to adapt to the pandemic and so our capacity building program focused on virtual trainings that benefited our partner organizations and its beneficiaries.

EMERGENCY FOOD PROGRAM

We witnessed how beneficiaries of our partner organizations struggled with the loss of their jobs due to COVID. Many parents had no way to pay rent or feed their children. Nutrition became a top priority and we had the opportunity to join forces with the Cuenca Soup Kitchen in order to serve the community and support families with food kits every week.

COVID RESPONSE

This year we have distributed clothes, blankets, we have tested 900 individuals and adapted our services to an online strategy.

20.000

Beneficiaries

impacted through our community partnerships in 2020

2

new partner organizations

3

dreams fulfilled

739

beneficiaries received free COVID tests

10

online CAP workshops

3914

beneficiaries families of the Emergency Food Program

What we

DO

EDUCATOR

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

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.

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.

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.

2020 EMERGENCY SOLUTIONS

Food Kits



Since April 2020, together with **Cuenca Soup Kitchen**, we have delivered emergency food kits to struggling families every week.

Small Business Contest

\$3,500 was awarded to impulse the economy of one of our partner organizations through our first Small Business Contest.



\$ 104,409.10

INVESTED
IN PROGRAM
SERVICES IN 2020

COMMUNITY ASSISTANCE PROGRAM

Workshops & training

Due to the pandemic, we hosted virtual classes for our partner organizations and beneficiaries from the community. Our educational courses target seven core areas of nonprofit development:

- Strategy
- Fundraising & donor management
- Communication & marketing
- Programs
- Leadership
- Finance & governance
- Self-care and stress management.



EDUCATE



INSPIRE



INVEST



SUPPORT



Our

PARTNERS



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.



Fundación
El Arenal

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.



NOVA

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

Friends of
Ikiam

FRIENDS OF IKIAM

Friends of Ikiam supports Fundación Ikiam, the only Ecuadorian organization created by and for the benefit of the Achuar culture. Their mission is to aid the Fundación in its efforts to preserve Achuar ancestral lands, traditional knowledge and vibrant living culture.



CUENCA SOUP KITCHEN

The Cuenca Soup Kitchen serves at risk children and families in and around Cuenca, Ecuador by providing weekly food kits and other services. Our goal is to connect as many people as possible to a more stable future



KALLPA WARMI

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



Los Pequeñitos
de OSSO

OSSO

The OSSO orphanage hosts and cares for 22 children with special needs, ranging in extremecases of cerebral palsy, paralysis, autism, and others, prioritizing the inclusion of nutrition, special education, physical and occupational therapies, and medical treatments.



MIRAME

MIRAME's mission is to 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.



FUNDACIÓN NUR

Fundación Nur works with children adolescents and their families, young single mothers, and high risk youth and adults. They provide holistic educational activities and assist people they serve in developing individual and social skills.



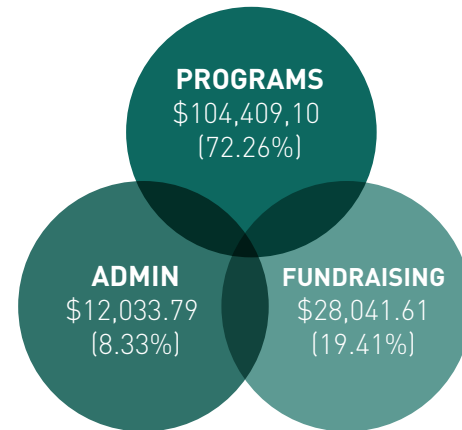
FUNDACIÓN AZULADO

Fundación Azulado is an Ecuadorian nonprofit whose objective is to prevent child sexual abuse through educational programs for parents, teachers, and children.

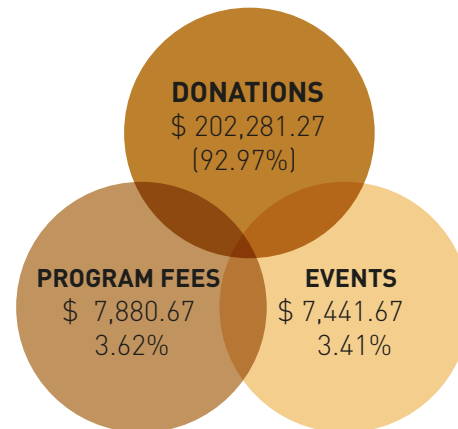


2020 FINANCIAL SUMMARY

EXPENDITURES: \$144,484.5



INCOME: \$217,603.61



PROGRAMS WE FUND

- CETAP LUCY | \$9,529.77
- EL ARENAL | \$2,812.56
- SMALL BUSINESS | \$4,379.75
- CAP | \$9,983.65
- MIRAME | \$456.23
- NOVA | \$937.78
- COTACACHI | \$21,648.53
- OSSO | \$2,385.47
- SOUP KITCHEN | \$45,709.79
- SNOW ANGELS | \$3,129.03
- NUR | \$1,755.01
- AZULADO | \$381.53
- IKIAM | \$1,300.00

Our

TEAM

STAFF:

Maria Jose Orellana | Executive Director
Maria Caridad Serrano | Program Coordinator
Alexandra Riofrio | Accountant
Tsunki Escandon | Community Manager & Graphic Designer

FOUNDING BOARD:

Richard, Sheryle and Natasha Verkley

ADVISORY COMMITTEE:

Bill Bushnell, Leita Hulemes, Rick Smith, Brian Hitsky, Bill Wood, Frances Hogg,
Steve Rattle

SOCIAL COMMITTEE:

Head: Frances Hogg; Members: Pat Jacson, Rick Jackson.



Together, we are **STRONGER**

Special thanks to our corporate sponsors, your generosity and continued support have made possible our work.



You Are Hearts Of Gold!





We have yet to reach **OUR FULL POTENTIAL**

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

www.globalgiving.com



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