



Esperanza De Guatemala

Building Hope and Relationships



Esperanza de Guatemala 2023 Annual Report

A Message from Our President

The year 2023 has been a year of growth for both Esperanza de Guatemala as an organization and especially for the people in the village of Nimasac and environs. Each year that Esperanza de Guatemala has been in existence, our ability to change lives for the better in rural Guatemala has increased. See the "Highlights of the Year," below.

This is due to the expansion of the scholarship program and education, generous contributions to provide clean water filtration systems, the support of donors and volunteers who give so much so that those we serve have an opportunity to thrive.

We also increased attention to best practices of being a nonprofit. We continue to appreciate the unique partnership with Cary Presbyterian Church (CPC). While Esperanza is wholly independent, CPC people are major donors, scholarship sponsors, and volunteers. The CPC Community Partnership Team provides support on many levels. We welcome the partnership of other congregations, community groups, and individuals.

Finally, a special word of thanks to our Accountant, Barbara Carew, for all her work. It is a labor of love from a highly qualified and caring individual. Thanks to the Board of Directors for sharing their time, wisdom, expertise, and commitment to this vital work:

Vice-President, Dr. Jim Tompkins

Treasurer, Rhonda Carlile

Secretary, Dr. Cathy Williams

Directors: John Hansen, Dr. Joesetta McLaughlin, Jeanne Bolick

With gratitude,

Medora Hix

President & CEO

Highlights of the Year

Esperanza de Guatemala

In 2023, we published the Nimasac study Community Needs Survey demonstrating that the residents of Nimasac dream of a healthier and more economically viable life and want to take steps to achieve that goal, seeing the work of Esperanza as, in part, facilitating that.

Two more schools are now operating in the village for a total of four. When asked if our scholarship program and provision of school supplies had made a difference, there was a resounding 'Yes!'

Our donor retention rate went from 41% in 2022 to 66% in 2023.

Active donors increased 67% over last year.

Actual dollars raised was at its highest level.

We contracted to hire an active volunteer in Nimasac, a leader in the community, to be the Community Liaison. Francisco Cux Tuy has facilitated many of the local projects, acts as our chief communicator, and organizes the programs and schedule of our annual trip to the village.

We purchased the services of the data and communication management company Network for Good with excellent results.

Esperanza de Guatemala

Mission Statement

Esperanza de Guatemala works to create life-changing opportunities in rural Guatemalan communities.

Vision Statement

Esperanza de Guatemala envisions a vibrant Guatemala where all people can thrive.

Esperanza de Guatemala 2023 Program Goals

Health and Well-Being Water Purification Systems



In 2023 Esperanza chose providing access to clean water as a priority. We discovered that the homes in Nimasac do not have access to clean water for drinking, cooking, bathing - all daily activities. We embarked on the mission to provide up to 450 homes access to clean water.

Educational Supplies and Technology

Esperanza continued their mission to provide school supplies as well as support of the technology needs relating to education including providing computers to local schools.

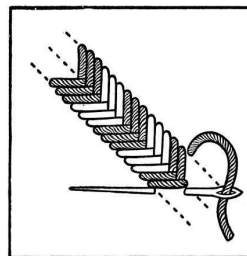


Scholarships

Esperanza is committed to continuing to support and promote educational opportunities for Nimasac residents by providing supplies and scholarships to local and private schools.



Create Life-Changing Opportunities



Esperanza is committed to creating economic opportunities for the residents of Nimasac.

Scholarships

We believe that providing for educational opportunities to Nimasac residents results in a thriving and sustainable community.

Through the continued partnership of Esperanza and Cary Presbyterian Church, the Nimasac Scholarship Program has prospered and grown in the numbers of scholarships we are able to provide.

Successful fundraising in late 2023 enabled forty-six (46) students to be awarded scholarships for the 2024 school year which is eight more than we were able to support in 2023).

Students supported by Scholarship Program

Returning Students	26
New Students	<u>20</u>
Total	46

Types of Schools Attending

Level I Students (local schools)	23
Level II Students (vocations programs)	6
Level III Students (private high schools)	<u>17</u>
Total	46





Our fundraising activity, Scoops for a Cause, to raise money for the water purification project.

Fundraising

Esperanza applied for and received a \$4,500 grant from Cary Presbyterian Church Memorials and Endowments fund for clean water education and the purchase of home water filters.

Other fundraising projects included, Scoops for a Cause (pictured left) and house parties. The money raised was designated for the Water Purification Project.

Esperanza applied for a \$4,500 grant from the Rotary Club for clean water education and the purchase of home water filters.

At year end Rotary had not yet apprised Esperanza of the status of this grant request.

Compliance

During 2023 we updated Benevity and the Candid Gold Seal of Transparency.

PCI Compliance update is no longer required as this is handled through Network for Good, our donor management system.



Water Delivery and Purification Project

The second stage of the Delivery and Purification Project began in 2022, after a two year delay due to Covid. We tested the water quality in both wells, determining that dangerous bacteria remained, requiring further filtration to be safe for drinking.

On the advice of local staff in Nimasac, the Ecofiltro system was chosen, which has the added benefit of being manufactured in Guatemala. 2023 became a year of fund-raising for pure water.

Funds to purchase Ecofiltros came from supporters and a 2-part "Scoops for a Cause" campaign. A much-appreciated \$4500 grant from the Cary Presbyterian Church Memorials and Endowment committee pushed our 2023 income for the project to \$11,735. This money allowed purchase of 300 systems, payment to two trainers who in June led 11 local volunteers in hygiene and filter-use classes, and eventual payment to 8 of the 11 initial local trainers who will complete their work in early 2024 (3 did not continue leading local classes).

From June through December, according to our Community Liaison in Nimasac, 197 systems had already been distributed to local families, and 100 more will be available as training continues. It is not likely that all of our initial estimates of 400 will be needed. We are currently awaiting confirmation of an earlier application to the Cary Rotary Foundation for another \$4500 grant made in May.

Our thanks to the Rev. Dr. Duane Hix, who has led this project for Esperanza.



Financial Report

Esperanza finished the year with a total income of \$53,882.

Gifts \$44,217

Grants \$4,500

Fundraising \$3,674

Interest \$1,491

We had minimal operating expenses 11% and project/program expenses of \$33,299.

This resulted in a net profit of \$16,493.

At the end of 2023, the balance sheet reflected total designated and undesignated reserves of \$76,954.

To receive copies of the year end financial reports, please email your request to: admin@esperanzadeguatemala.org.



Guatemalan Markets

A generous donation to support experimenting with purchasing Guatemalan products and offering them for sale at local events during 2023 had favorable benefits consistent with Esperanza de Guatemala's mission to create life-changing opportunities in rural Guatemalan communities. Setting up Guatemalan Markets at several local activities both yielded valuable information for future endeavors and demonstrated Esperanza de Guatemala's commitment to giving voice to the residents of Nimasac.

The three major take-aways from this initiative are identified below.

First, creating Guatemalan Markets was an initiative created to better prepare Esperanza de Guatemala to support the Women's Sewing Project. This project was initiated in 2018 under Esperanza de Guatemala's Economic Development program. By experimenting with the Guatemalan Market, Esperanza board members began evaluation of possible strategies for supporting women who want to use their sewing skills to create items that can be sold through U.S. and other markets. This initiative thus set a stage for moving forward in 2024 with identification of viable products, distribution routes for moving the products to markets for sales, retail/wholesale outlets, and skills needed by women to successfully benefit in appropriate market environments.

Second, developing Guatemalan Markets demonstrated an appreciation and respect for the skills and visions of the citizens of Nimasac. It provided an avenue through which Esperanza de Guatemala could work with Nimasac citizens to pursue their family and community economic goals. It also demonstrated Esperanza de Guatemala's commitment to listen to citizens of the community by acknowledging their views as expressed through the 2022 Community Needs Survey. Nimasac citizens articulated their awareness of the importance of both jobs and education in improving their family and community situations.

Third, presence of Guatemalan Markets at local US events contributed to Esperanza de Guatemala's visibility in its own community, including increasing visibility within its community of potential supporters. It also played a valuable role in Esperanza de Guatemala's 2023 marketing strategy through supporting the organization's financial health, in particular, by attracting and engaging donors at special events.

Recommendations generated through this initiative included the following. First, the effectiveness and impact of creating Guatemalan Markets should be evaluated for 2024 and beyond. Second, impacts should be evaluated both in terms of how Guatemalan Markets align with Esperanza de Guatemala’s mission and whether Guatemalan Markets enable Nimasac residents to create and utilize markets to positively impact their level of living. Third, special attention should be given to identifying strategies for engaging the citizens of Nimasac in determining additional skills needed to engage fully in activities that potentially create life-changing economic opportunities.



Thank you - Gracias

Thank you to.....

All of our donors, whether you are a one time donor, a scholarship supporter, or a recurring donor.

The Cary Presbyterian Church Memorial and Endowment team for their generous donations to our Clean Water Project.

All the donors and volunteers who support our various activities throughout the year.

Fair Trade Coffee team for their donations to our General Fund.

Cary Presbyterian Church for their support of Esperanza by providing meeting and event space.

Our hard-working Board of Directors for their continued vision to make Esperanza successful.

Our partners in Nimasac for providing on-the-ground help with our initiatives.

The people of Nimasac for continuing to welcome us into their community.



Board of Directors

Medora Hix, President
Dr. Jim Tompkins, Vice President
Dr. Cathy Williams, Secretary
Rhonda Carlile, Treasurer
Jeanne Bolick, Director
John Hansen, Director
Dr. Joesetta McLaughin, Director

