



Annual Report

July 2012

Global Outreach And
Love of Soccer

About Global Outreach And Love of Soccer



The GOALS boys' team poses for a group picture before a match at our second annual Vin Jwe! tournament in Port-au-Prince.

GOALS uses soccer to engage youth in Haiti in community work and education that will improve their quality of life and develop new leadership.

GOALS is a registered non-profit organization in the United States, ID 27-3869911.

Thanks to commitments from our board of directors, 100% of donations go straight to our programs.

All donations are tax deductible.

1201 Tree Bay Lane / Sarasota, FL 34242

www.goalshaiti.org

contact@goalshaiti.org

Letter from the Executive Director

Dear Friends,

There is a lot to love about the game of soccer. Children feeling **pure joy** when they kick the ball. Teenagers embracing the **camaraderie** and discipline of daily practice. Communities coming out in full to watch youth matches, which are followed as **passionately** as is the World Cup.

Most of all, I love that on the field, nothing matters more than **determination, teamwork, and heart**. The constant obstacles that youth in Haiti face due to poverty are silenced, however briefly, on the soccer field. For a time, they are able to **enjoy being kids**.

As Haiti continues to recover from the 2010 earthquake, these moments matter. Children see that they can succeed on the field if they put in **time and effort**. GOALS takes these same principles and applies them to **education, community service, and leadership**.

Over time, we believe that this work will help shape a new generation of **young leaders in Haiti**.

As Haiti marked its second anniversary of the 2010 earthquake and more organizations end their operations here, GOALS offers some of the **only free, daily programs** for youth available throughout the country. Even more unique, these programs are led by local leaders who are also focused on long-term, sustainable development in their communities.

Currently, **over 600 children** participate in our soccer, service, and education programs each month. We are wrapping up our second year of the Dream Team, which granted **23 scholarships** to exceptional high school students. We hosted the second annual **Vin Jwe! Tournament** in Cité Soleil, which brought 12 teams together from around Haiti for a two-day competition.

Internally, our capacity to improve programs and **monitor effectiveness** has grown. We are exceedingly grateful that the number of **supporters has tripled**. Our players in Haiti have benefited from increased **donations, equipment drives**, and raised **awareness** about GOALS' work.

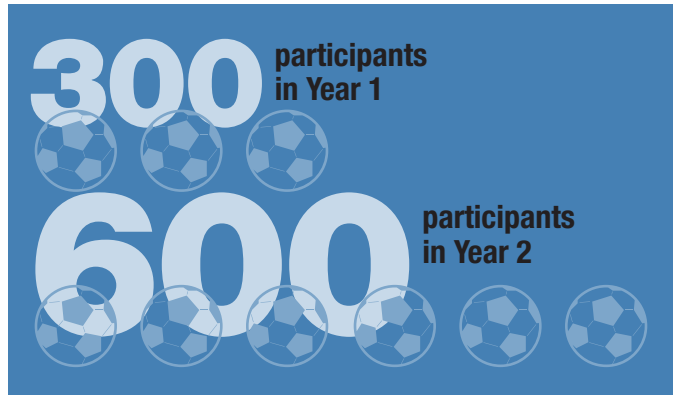
Throughout a busy year, we have remained true to our values. We seek to work most closely with teenagers, who are old enough to rise to the rigorous expectations of our programs and **take on responsibility**. We work primarily in **rural areas**, where few or no other services of any kind are available, thus using our resources as effectively as possible. Through our outreach, we are able to bring entire communities out not only for soccer, but for **public service** as well. These are the core building blocks that set GOALS apart, and they keep getting stronger.

The **incredible contributions** from donors, volunteers, staff members, partners, and the Board of Directors have led to remarkable successes in two years. Your support, and the demand for GOALS throughout Haiti, show that we are on to **something special**. Thank you for your part in making this possible. As we look ahead, we will continue to work hard to **improve** our work, **increase access** to our programs, and **spark long-term change** in Haiti's communities by starting from the ground up.

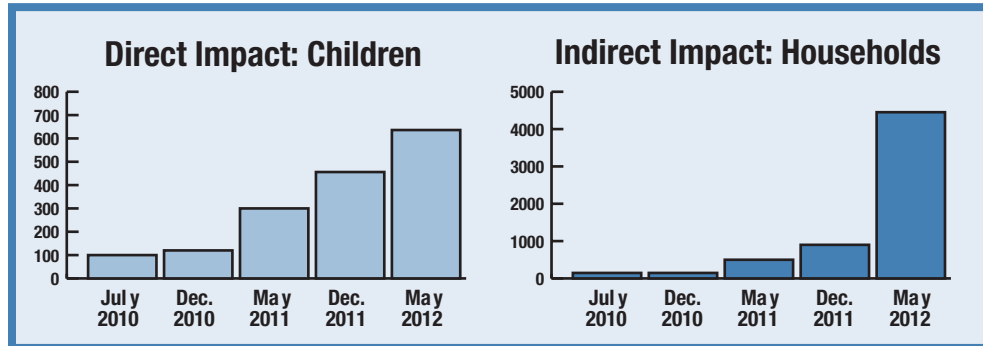
Kona Shen
Founder & Director



A Year in Numbers

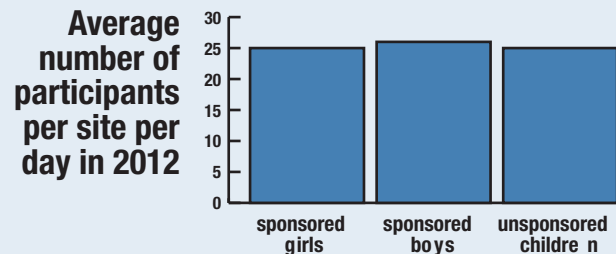


THERE ARE
25
CHILDREN
ON EACH OFFICIAL
TEAM



18 OF 19 EMPLOYEES ARE HAITIAN

Employees participate in
15
training workshops and planning sessions throughout the year



In our second annual summer camp in rural Leogane, campers collected more than
4,050
gallons of trash from public beaches over 2 months

600
children were impacted by GOALS programs per month in the last year

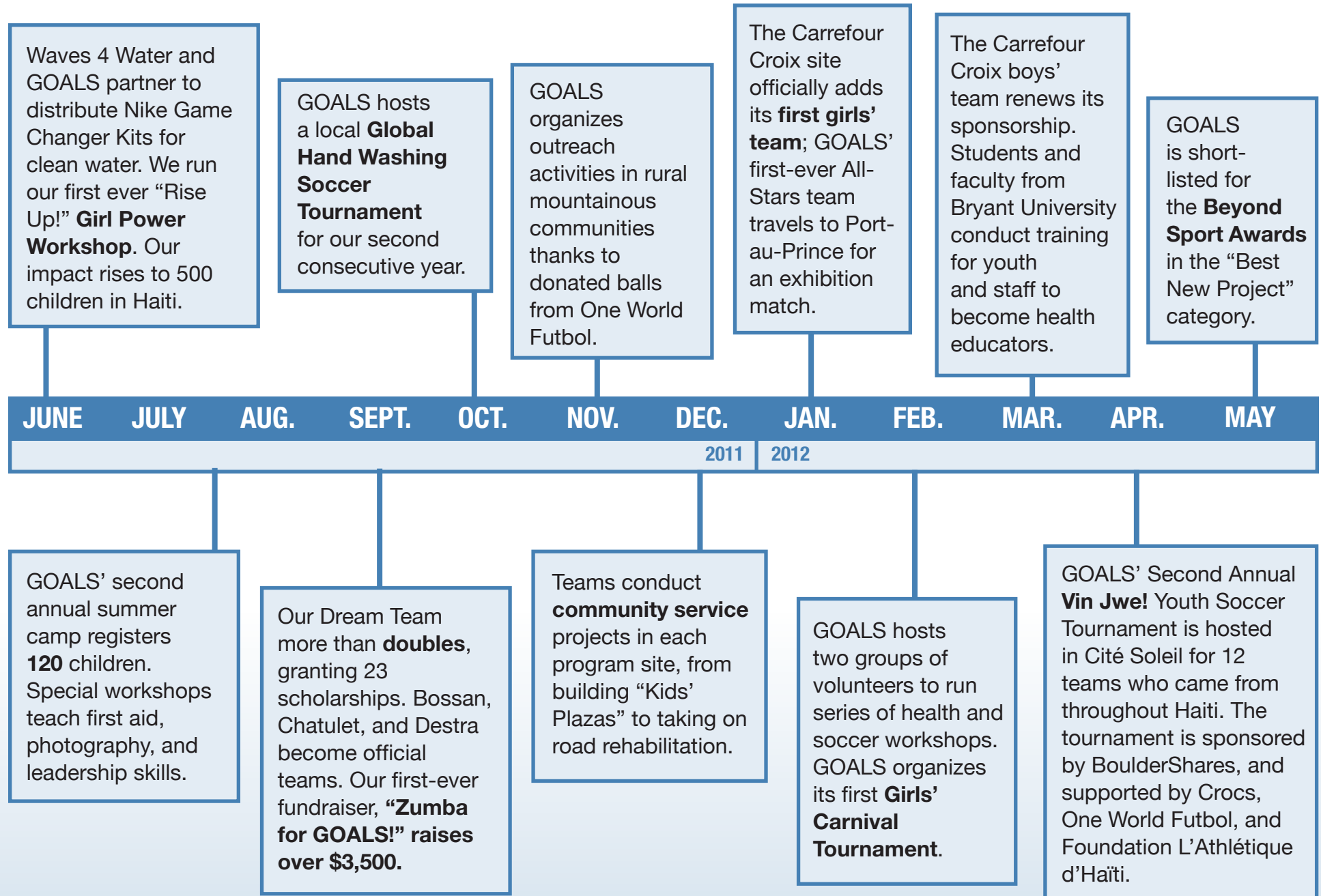
Children in GOALS

... played a combined total of
107,520
hours of soccer in daily practice, not including tournaments, matches and clinics.

... volunteered in their communities for a combined total of
26,889
hours.

... spent an added
26,886
hours in the GOALS' educational seminars in addition to school.

Timeline: Year 2 at GOALS



Soccer, Service, & Education: How this Works



50% of our official teams are girls' teams



Community service focuses on environmental resources



Public health skits are effective and fun

Kids in Haiti will do anything for soccer. Through GOALS, they get all the **equipment, food, water**, and team support needed to practice and play competitively. **Staff salaries** and **team stipends** are based on site performance and participation rates. In return, teams have **weekly requirements** to retain membership:

- **8 hours of soccer** practice and/or competition
- **2 hours of community service**, such as picking up litter, tending vegetable gardens, and organizing community activities
- **2 hours of education**, including classes (ex: beginning English) and practical life skills (ex: health educator training)

Lastly, and most importantly, **sites must have equal participation of girls and boys**. This means that if boys don't encourage their sisters and friends to participate in the local girls' team, their own team is unable to play.

Kids show up eager for soccer, and discover they're interested in much more. Best of all, while participants develop as leaders and **help their communities** address significant, long-term development, they're having **fun**.

community service + education = better quality of life + new leadership

Daily Programs with Long-term Goals

GOALS seeks to work with communities in rural areas where government, non-profit, and/or private resources are scarce. Most importantly, GOALS seeks communities that are tightly-knit and committed to long-term development.

All of our programs are free and are based on our model of soccer, service, and education. **Activities include:**

- Local soccer teams
- After-school programs for young children
- Summer camp
- Special skills workshops
 - First aid, photography, leadership, health education*
- Community events
 - Hygiene promotion, mobile clinics, youth tournaments*
- Dream Team Scholarship Program
- Staff leadership training

In all programs,
we emphasize

CORE VALUES:

- **Community-driven development**

Local hiring, public meetings, leadership training

- **Gender equality**

50/50 participation of girls and boys

- **Transparency**

To participants, community members, donors, supporters, and the general public



Dream Team Scholarship Program

In Haiti, school can be prohibitively expensive at any age. The country's literacy rate is 53% and high school participation is just 19%. The value of a high school diploma is significant: UNICEF shows that high school graduates earn more and have healthier families.

The Dream Team seeks to provide educational opportunities to students with strong grades, early leadership skills, and a demonstrated commitment to local development. This year, the Team grew to 23 students, more than double the previous year, who dream of being doctors, lawyers, engineers, and more. We are committed to ensuring that the students succeed in all areas of their life, and provide tutoring and one-on-one sessions to help them reach their goals.

All Dream Team students give back to their communities through service, demonstrating that hands-on involvement is as important as academic success. Service includes public health workshops, activities for young children, and keeping the community clean.

As students reach senior year in 2013, GOALS will partner with specialized organizations to help students transition to future work and study opportunities.

A big thank you to Jovan Julien for his Dream Team fundraising campaign in 2011! If you are interested in sponsoring a student, please visit www.goalshaiti.org to make a donation.



HIGHLIGHTS

- 23 students, up from 10 last year
- 12 students are male, 11 female
- Criteria are grades, leadership skills & community service
- Cost is \$350, and includes all school-related expenses
- Young leaders complete high school, prepare for the future, & contribute to their communities

Meet the Dream Team

The average Dream Team student lives with 6 family members in a small 2-room home without running water, electricity, or sanitation facilities. Their parents earn \$1-2 USD per day on average. Students are passionate about soccer, their education, and finding work when they complete school.



CASSANDRA CIRUS

Sophomore

“The difference that GOALS has made in my life is that before I was shy and now, thankfully, I am not shy.”



JEAN LESLY

Junior

“What I like most about school is how we are taught to respect all kinds of people.”



FRISLANDE RAYMOND

Freshman

“These activities help us develop and also give us good health.”



ARIUS WILKY

Sophomore

“GOALS is like a club that shows you how to do things that can be good for you in your life...Within the teams, everyone lives like brothers.”

Vin Jwe! 2nd Annual Youth Soccer Tournament

On April 14-15, GOALS welcomed over 250 players aged 13-18 from around Haiti for our **Second Annual Youth Soccer Tournament**. The theme of the event was *pwoteje tèt ou – protect your health!*

The tournament was sponsored by **BoulderShares®**, which provides care to women and children in the Caribbean, and provided a **health card for adolescents** to enable players to track information about their health.

One World Futbol, Crocs, and The Voilà Foundation provided in-kind support.

Fondation L'Athlétique d'Haïti hosted the tournament in Cité Soleil. **Global DIRT** provided first aid services.



Two national teams from the Haitian Association of Amputee Football played an inspiring exhibition match.

Foutbol Pou Lavi: Soccer for Life



Foutbol Pou Lavi is an initiative organized by **Mercy Corps** and **Partners in Health** to teach youth about HIV/AIDS and how to prevent disease through soccer-based exercises. Léogane coordinator **Emilio Jean Paul** and Destra program manager **Nadège Exilhomme** have completed two sessions with current GOALS players, working with a total of **80 children**.

A big **congratulations to Emilio**, who had more youth pass the end-of-program examinations to **earn a certificate** than any other participating educator in the region!



Participants & Staff

Meet the people of our communities in Léogane



DESTRA

GOALS' longest-running site is located in a rural fishing village, without electricity, running water, school or clinics. 100 children participate in programs daily.

"I think GOALS has done something extraordinary in our community. There are a lot of children who can now go to school and we have found a better way to live."

– **Minouche Charles, girls' team**

"GOALS is important for children in my community because it prevents them from taking risks: it prevents violence and prevents that which is bad for society"

– **Nadège Exilhomme, Site Manager**



CARREFOUR CROIX

This site became GOALS' second site, marking the start of our expansion. Carrefour Croix has more girls than any other site, and has 60-75 children participate on a regular basis.

Because we evaluate – and pay - sites based on both their teams, the boys are highly motivated to encourage girls in the neighborhood to come play, and to stick with it.

"With your help, we have brought the children together like a family. Together they learn how to protect one another in the same way they learn to protect the environment."

– **Kimberly François, Site Coordinator**



BOSSAN

This site is situated in a rural agricultural area, which becomes less accessible during the rainy season. Bossan has participated in two consecutive training sessions for “Foutbol pou Lavi” and 50 children participate daily.

“GOALS helps all the children in my community develop their talents, learn how to protect their health, how to live in their families, how to keep this area clean. People in my community always know that with GOALS there is hope for the children.”

– **Angervil Mikerson, Site Coordinator**



DARBONNE

Activities in Darbonne are based in a tent city formed in the aftermath of the 2010 earthquake. Approximately 35 -45 children participate per day. GOALS enjoyed working with this vibrant community over the past year; however, because of lower participation rates and a surplus of non-profit services in the area, this site is being closed. Committed players will be provided with support to join the closest nearby team, in Chatuley. Thanks for a great year!

“The soccer activities help us develop and also gives us good health.”

– **Elicie Felix, girls' team**



CHATULEY

This site is located in the heart of Léogane and serves children who were deeply affected by the 2010 earthquake. Chatuley hosted the Girls' Carnival Tournament in February and often serves as a hub for our inter-team activities. Approximately 50 children participate each day.

“GOALS helps the children mentally and physically, and it develops them. It teaches how to live peacefully with one another”

– **Ricardo Jean, Coach at Chatuley**



COMMUNITY OUTREACH IN RURAL AREAS

A special part of GOALS' work is to give children in impoverished rural areas opportunities to play, learn, and serve their communities. GOALS periodically visits areas in remote, mountainous areas to introduce the principles of soccer, service and education. At all times, we believe in community-driven development, a sustainable approach in which local residents contribute to projects from start to finish. Though we can't be there every day, we can help youth begin to think of themselves as leaders, and we can leave materials necessary to continue.

One World Futbol's indestructible blue soccer balls are the perfect solution, allowing children to keep playing in between our visits without worrying about them going flat.

Thank You for Your Support!



Shayna Teutsch conducted our first "Rise Up!" Girl Power Workshop in Darbonne

BOARD OF DIRECTORS

Paul Sorensen | Kenneth Sommers | Kona Shen | Fritz Pierre-Louis | Sam Sezak

You can read profiles of Board Members and coverage of their work with GOALS at our website, www.goalshaiti.org

Our Generous Supporters

TEAM SPONSORS

John & Cathy Sommers
The Delaney Bay Fund
Bob & Karen Sommers
Ken Sommers
Jack Sommers
Sean & Kellee Glass
Duane Graham

ALL-STAR GIVING CLUB

Jared Bowns
Nick Smith

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Paul Muzi
Paul Raymond*
Perrin Romine
Rachel Katz*
Rachel Overstreet
Rene Siracusa
Riaz Gillani
Sarah Fletcher
Seelye Arms
Shayna Teutsch*
Takoma Park Neighborhood
Youth Soccer
The Jason Flom Fund
The Voila Foundation
Tom Clark

VOLUNTEERS

Alex Carroll
Emily Van Tassel
Heather Turney
Jessica Bates & Joe Smyser
Jolinda Hackett
Jovan Julien
Katy Welter & Sara Shanley
Lance Anderson
Shayna Teutsch
Toby Simon with Christlie
Calixte, Islindy Merius,
Nastazia Coirin, Sandra Enos,
& Wankelly Medina

A SPECIAL THANKS TO:

Emily Van Tassel, James
Marcelin, Tom de Blasis,
Patricia Caesar & Le JIT
Productions

*multiple donations in 1 year

these donations were made between
June 1, 2011 and May 31, 2012.

Supporter Spotlight

\$25,418 of in-kind **donations**, including soccer equipment collected by:

Brown Soccer School
Megan Crenshaw
Heather White
Joe Bartlinski
Phil Pincince
Kevin Meinecke
The Northwest School
Marty Coffman
Northwest Nationals Soccer Club

\$11,385 saved in hotel costs thanks to friends and family providing room and board during trips

Marisa Chock
John & Jan Burrell
Megan Litrownik
Kali Schellenberg
Shanna Snyder
Jen Bernstein
Helen Mou & Noah Fisher
Sam Holder & Lauren Brown



Kona visited ODA and spoke to middle- and high-school students. ODA's middle-school students raised \$645 on their own in the past year.

JARED BOWNS



Jared graduated this May after working full-time and paying his way through college for 14 straight semesters. Thanks to Jared, GOALS enjoyed a surge in publicity in Connecticut, from radio to newspapers. What's more, Jared puts a portion of his income aside for GOALS to make regular donations.

HOPE SOLO

The starting goalkeeper for the **U.S. National Team** donated \$199,075 of brand new **Team U.S.A.** apparel for our kids in Haiti!



Fundraising Campaigns

Dream Team Scholarship Campaign: \$10,050

Organized by Jovan Julien

Alanna Tisdale	Jessica Huang
Alexander Korzec	Joel Julien
Alexandra Watson	Jovana Florus
Alia Lahlou	Katherine Mella
Alicia Maule	Katherine Yang
Amanda Machado	Khara Gresham
Anabel Snyder	Leonardo Moauro
Ashley Lorden	Liza Caldwell
Bhavin Amin	Matt Westmoreland
Bianca Neptune	Michele Baer and The Global Fund for Women
Bill Harper	Nabanita Pal
Bricia Trejo	Naika Apeakorang
Carleigh Ghent	Nikkisha Smith
Charles Crandon	Olugbenga Olabintan
Chijioge Nwogu	Owen Hill
Chris Sinatra	Peter Drinan
Christyl Wilson	Rohini Muralidharan
Dayna-Joy Chin	Rushar Chin
Delia Denson	Scot Seitz
Ed Shen	Sevita Qarshi
Evan Hammer	Shahneel Kanji
Fariha Ali	Shaina Gilbert
Frank Glien	Sima Patel
Gabriel Doss	Stephanie Julien
Hyun Lee	Victoria Leung
Ian Allen	Zachary Fenno
Issisa Komada-John	
Jayne DeDona	

Zumba Fundraiser: \$3,716

*Organized by Diane Atkinson, Natasha Yeoman,
and Shannon Fitzgerald at Community Fitness in Seattle, WA*

Alex and Jeannie Strazzanti	Mary Cingcade
Ann Marie Miller	Mary P. Pavia
Bill Dietze	Maureen and Joe Brotherton
Chuck and Lisa Cowan	Medora Cesarano
Dana Standish	Mia Munroe
Debbie Sporcich	Michael Mullen
Deborah Magallanes	Nadine Fabbi
Jackie Kotkins	Nelson Euflauzino
Jeanne Muir	Riley and Nancy Please Family Foundation
Jen Haberman	Sol Alberione
Jessika Rodriguez	Stephanie Heringer
Joan Horike-Habu	Stephanie Popham
Juliet Shen and David Arms	Tina Pulliam
Laura Esplain	Vibha Srinivasa
Lea Skolnik	Gary and Kristi Roundtree Microsoft Matching Gifts Program
Linda Hedlund	
Lydia Gaytan	
Mark Delbecarro	
Ben Wiselogle	

"It is has been great to follow the progress of GOALS over the past year and the organisation is quickly developing into a leader in Development through Football in Haiti."

— **George Springborg**, streetfootballworld.org

Partner Organizations



The U.S. Soccer Foundation's Passback Program

Thanks to Passback's donated soccer equipment, we were able to increase the number of children able to participate in our programs.



One World Futbol: An Indestructible Ball for Tough Conditions in Rural Haiti

One World Futbol's unique, "indestructible" soccer ball designed for rough environments have allowed GOALS to conduct outreach activities in remote, mountainous areas of Haiti. Unlike most materials, these balls stand up to endless playing over rocky surfaces. As a result of One World Futbol's donations, GOALS has been able to reach more children than ever before.



Waves 4 Water and Nike Game Changer Water Filtration Kits

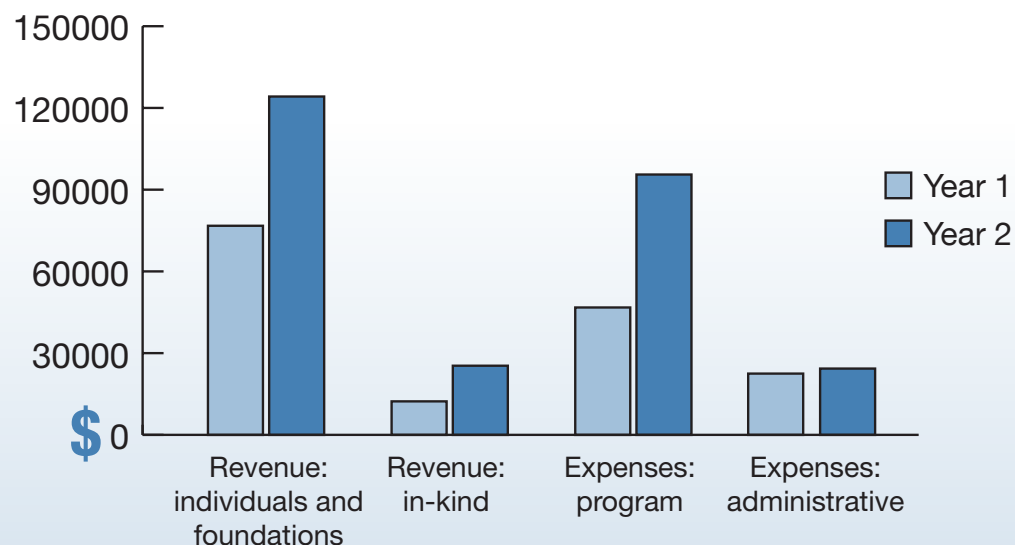
Through Waves 4 Water and Nike, GOALS distributed over 300 water filtration kits to families and communities in rural Haiti to provide clean drinking water.

SustainaBall | Fondation Pour la Biodiversité Marine | BoulderShares
The Sanneh Foundation | The Voila Foundation

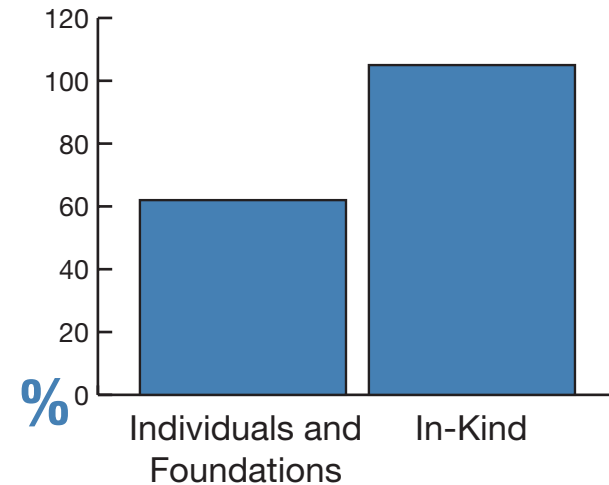
Financial Review

Statement of Activities and Change in Net Assets

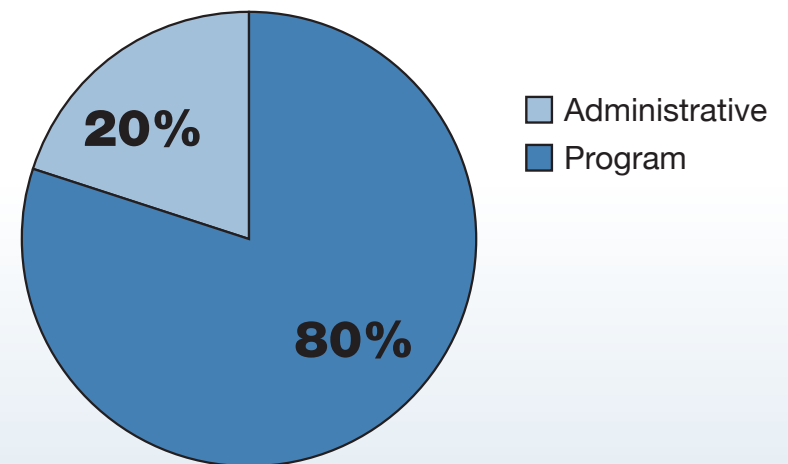
	For the years ended	
	May 31, 2012	May 31, 2011
REVENUE		
Contributions & gifts in kind		
Individual donations	\$108,684	\$69,766
Foundations	15,500	7,000
Gifts in kind	25,418	12,339
Total Revenue	149,602	89,105
EXPENSES		
Program Operations	95,567	46,786
Administrative	24,370	22,529
Total Expenses	119,937	69,315
Change in net assets	29,665	19,790
Net assets at beginning of period	19,790	0
Net assets at end of period	29,665	19,790



Percentage growth from Y1-Y2: Donations



2012 Expenses



Without donations, program expenses would have accounted for 80% of all costs. The statement is unaudited.

Looking Ahead



This upcoming year, GOALS is excited to be focusing on the following 3 themes to strengthen our work in Haiti:

OUR IMPACT

GOALS will launch its new, in-depth implementation plan to monitor and evaluate the direct and indirect impact of all programs.

QUALITY OF PROGRAMS

GOALS will focus on the quality of programs offered, participants' experience, and how we can improve.

INTERNAL CAPACITY

GOALS will create new ways to process information, communicate with donors, and implement changes. We will continue to grow the Board of Directors and raise funding and awareness.

Are you interested in getting involved? We need your help! Here are some ways to join Team GOALS:

- 1. Make a tax-deductible donation.** 100% of donations go straight to programs in Haiti.
- 2. Organize an equipment drive.** Collect lightly used and new soccer equipment for our players in Haiti
- 3. Spread the word.** Please visit our website for more information, links to photos and updates on our Facebook page, and much more!

- \$25 sends 1 child to summer camp
- \$200 supply a classroom for 1 year
Provide notebooks, pencils, visual aids, and other learning tools.
- \$350 sponsors 1 child for 1 year
Provide a child with food, clean water, soccer equipment, project materials, and classroom supplies.

Want to learn more? Please visit www.goalshaiti.org or write us at contact@goalshaiti.org. Thank you!

Soccer changing lives in Haiti:

service, education, and leadership

GOALS
ANSANM POU LAVI NDU KA



Global Outreach And
Love of Soccer

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