



Annual Report

July 2013

Global Outreach
And Love of Soccer

About Global Outreach And Love of Soccer



Players at Carrefour Croix celebrate GOALS' "Best New Project" Award from the Beyond Sport Summit in London

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 501(c)(3) non-profit organization in the United States, ID# 27-3869911. Thanks to commitments from our Board of Directors, 100% of individual donations go straight to our programs. All donations are tax deductible.

1201 Tree Bay Lane / Sarasota, FL 34242

55 Grand Rue / Léogane, Haiti

www.goalshaiti.org

contact@goalshaiti.org

Letter from the Executive Director

Dear Friends,

Every day at our sites in Léogane, Haiti, we have **hundreds of happy, healthy kids** excelling as leaders on the soccer field, in the classroom, and in their communities. They debate what leadership means to them, their communities' biggest needs, and the importance of gender equality. They scarf down big, hot plates of food and wear crisp soccer uniforms with an enormous amount of pride.

Haiti is one of the hardest places in the world to grow up. In a country where secondary school enrollment is just 19% and most families eke out a living on just \$2USD a day, **our players have big dreams** of completing school, building careers, and helping others. They want children to have shoes, attend school, get medicine and drink clean water. They want communities to have electricity, roads, and water pumps.

GOALS also has big dreams. We are committed to laying the groundwork for a solid foundation now so that in the future we can help many more children and families throughout Haiti. We push for excellence from our players and staff members every day to be the strongest leaders they can be. This expectation of effort, commitment, and passion apply to every single person on 'Team GOALS.'

As a result, our **participants' experiences have steadily improved.** Thanks to our in-kind donors, our players have the equipment they need. Your support has provided our players with more food, more match time, and more classroom supplies than ever before. New health partnerships mean that we can now offer free consultations, medication, and community screenings to Léogane families. We are fulfilling our mission to improve quality of life now in order to best empower our players to achieve their long-term ambitions.

Together, we moved mountains this past year. GOALS **won the Beyond Sport trophy** for "Best New Project" in London, grew the Dream Team Scholarship Program, and fought floods during Hurricane Sandy.

All of these accomplishments are thanks to you, our network of team members that stretches around the world. **We are incredibly grateful for your support,** in all its forms, and are proud that we have been able to deliver you with such significant results. Since 2010, we have had a direct impact on over 6,300 different people in Haiti and we can't wait to help even more people in the year ahead.

At the heart of what we do is empower children in need to become healthier and happier. In the upcoming year, during our proudest achievements and toughest challenges, **this is what will drive us.** Our players and coaches have all the potential in the world to make big things happen. I believe in their dreams, and am inspired by the progress we've made together. At the end of the day, there is no better feeling than knowing our participants are growing into the strong young leaders their communities need, and are doing so with **hard work, full bellies, and big smiles.**

On behalf of everyone at GOALS, **mèsi mil fwa** – a thousand thanks!

Sincerely yours,

Kona Shen
Founder & Director

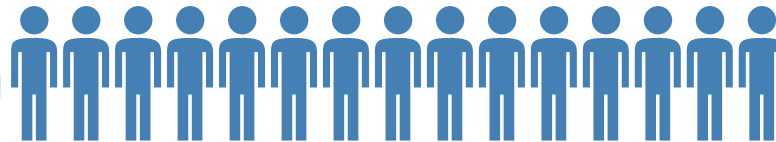


A Year in Numbers

1 NEW
BOARD
MEMBER

97,238
visitors to goalshaiti.org

15



IN-COUNTRY VOLUNTEERS

\$444,300 IN FINANCIAL
AND IN-KIND
DONATIONS



65%

from \$124,184
in donations in 2011
to \$205,488 in 2012

8 HEALTH
CLINICS

ONE girls clinic, ONE
Bossan diabetes
screening, ONE Destra
diabetes screening,
ONE UNITED NATIONS
mobile clinic, FOUR
deworming clinics

SINCE 2010

GOALS players have
contributed
80,667 hours
of service,
picked up over
66,825 gallons
of trash, and
eaten **232,000**
healthy meals.



**WE HAVE
DIRECTLY IMPACTED
MORE THAN 6,300
PEOPLE**

Letter from In-Country Leaders



EMILIO

Emilio began studying English this year with visitors and volunteers and is making great progress

My name is Emilio Jean Paul and I've been with GOALS since 2010. My dream is to have more kids come to the GOALS program and give them more opportunities in their lives. At GOALS, we are passionate about soccer and education for all children. Players learn to live together and work together like family. With GOALS, it's not just the kids that benefit from the program. With the parents and community, people come and work together as neighbors. For me, the reason I believe in GOALS is because all of the kids are able to forget the negative things in their lives when they are at the program. This shows me that GOALS is helping Haiti to move forward.



JEAN KENDY

A big congratulations to Jean Kendy for opening his own wholesale business in Léogane this year.

My name is Jean Kendy, and I'm a GOALS coordinator. Since coming to work for GOALS, I've gained so much knowledge about nonprofit organizations and I've gotten to know so many different people. For me, GOALS is one of the best organizations working in Haiti, and the work we do is extraordinary. GOALS helps children with education, soccer, and engaging young people to improve their own communities. I enjoy working for GOALS because GOALS wants to change the future for Haitian kids so they can have a better tomorrow. My goal is for GOALS to grow in Haiti so that all kids have the opportunity to play soccer and receive access to a good education so that life in Haiti gets better.



KONA & JOLINDA

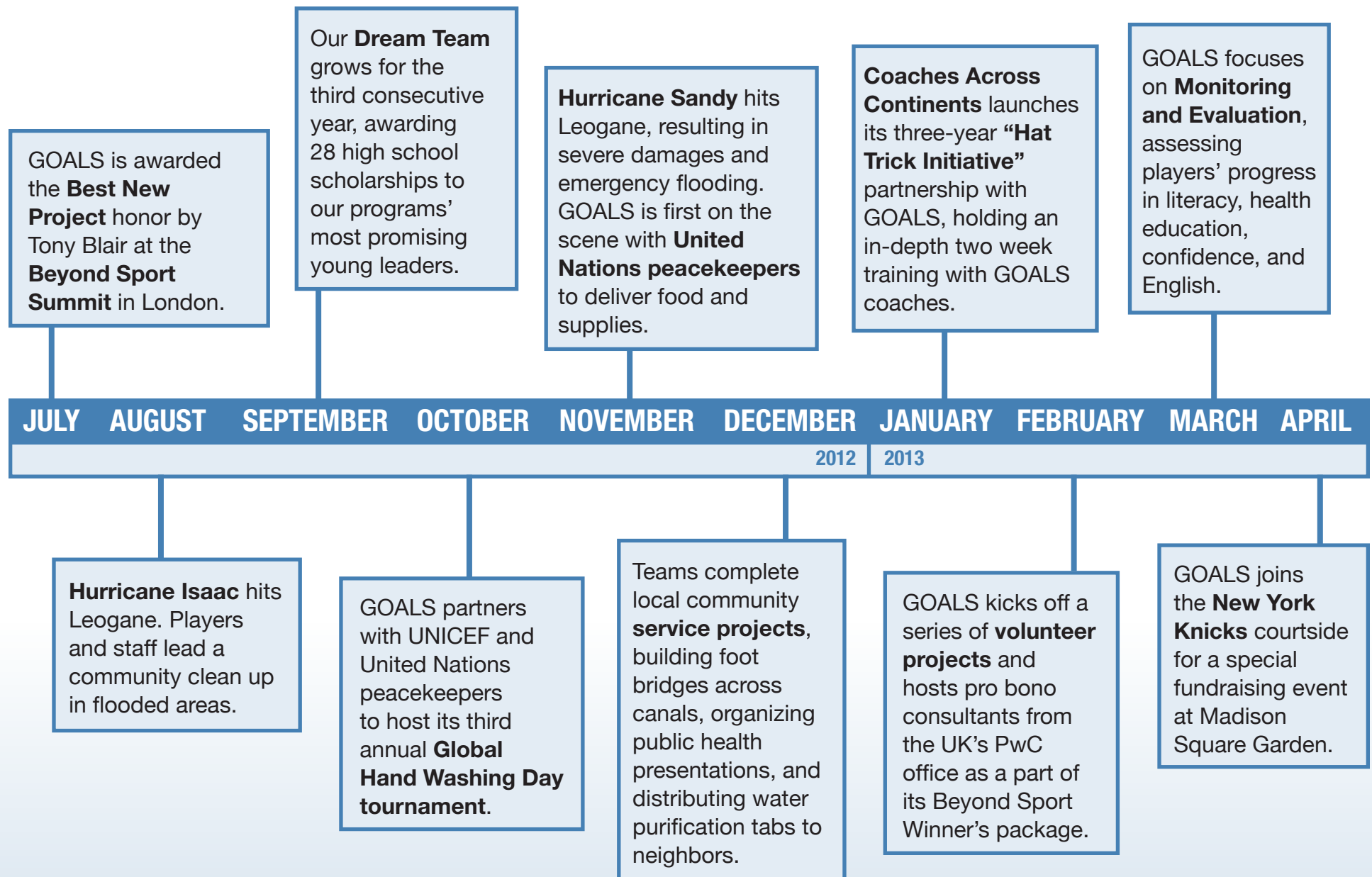
Jolinda joined GOALS in 2012 as our in-country Program Officer and is currently acting Country Director.

About 3 years ago, I came to Haiti planning to stay for one month. You know what they say about making plans...

Working with GOALS has been the most meaningful and rewarding career path I could have possibly chosen. This year, I have climbed mountains (literally), arranged mobile health clinics, seen 28 kids go back to school, organized two community soccer tournaments, led a series of pre-natal health seminars, strengthened our monitoring systems and data collection methods, grown our online presence and helped to place GOALS firmly on the map as one of the leading sports-for-development organizations in the world.

As part of Team GOALS, I constantly strive to engage local leaders and maximize our financial efficiency to make sure that your donations are well-spent. Thank you for your continued trust and support, which allows me to make an impact on the ground for our kids and communities in Haiti.

Timeline: Year 3 at GOALS



Soccer, Service, & Education: How this Works



50% of our official teams are girls' teams



Players complete service activities before practice



Players are evaluated on literacy, English and health education

GOALS kids may register because they're crazy about soccer, but the programs are about much more than sport alone. Teams conduct community service projects and attend weekly classes in exchange for receiving sports equipment, healthy meals, and a coach salary. Salaries and team stipends are based on site performance and participation rates. Weekly team requirements consist of:

- 3 days of soccer per week and 2 competitive matches per month
- Keeping the public soccer field and private program spaces clean and free of litter
- Conducting a weekly community service project
- Attending weekly English or health education classes

Lastly, sites must have equal participation of girls and boys. This means that if the 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, making the programs more sustainable as a result.

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.

GOALS provides the only daily, permanent sport-for-development programs in Haiti for both boys and girls.

Activities include:

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

This year, GOALS kids played more matches, had more equipment, and ate more hot meals than ever before!

FIRST
GOALS staff or visiting experts identify a core message

THEN
Coaches and coordinators receive training on the topic or message to become well-versed in both the material and in techniques to teach and share the material

NEXT
Local coaches present material to youth through fun and educational seminars using hands-on and participatory learning techniques

FINALLY
Youth present the learned material to their parents and the community at large through parent and “town hall” meetings and service projects, thus reinforcing their own learning and increasing GOALS’ indirect impact



CORE VALUES:

- The “GOALS Principle”: community-driven development accomplishes more than hand outs and top-down charity
- Leadership by example
- Transparency, integrity and truthful communication
- Equal protection and empowerment of girls and boys
- Resourcefulness and creativity
- Daily commitment to excellence and improvement

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 Dream Team grew to 28 students**, marking the third consecutive year the program has expanded. 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.

A big thank you to the **Child Survival Fund**, our generous program sponsor since 2012! If you are interested in supporting a Dream Team scholar, please visit **www.goalshaiti.org** for more information.



HIGHLIGHTS

- 28 students, 17 female and 11 male
- The average student lives with 6 other people
- 100% of participants will be the first in their family to graduate from high school
- 23 students live in temporary post-earthquake shelters, not permanent homes
- 14 students have missed years of school in the past because they couldn't afford fees
- Longest commute to school: 2 hours each way
- Criteria are grades, leadership skills & community service
- Scholarships provide for all school-related expenses
- Young leaders complete high school, prepare for the future, & contribute to their communities

Protecting community health through thick and thin



Haiti's scarcity of economic and natural resources make it **especially vulnerable to disasters** such as earthquakes, hurricanes, and heavy rain. This year, our communities were struck by **Hurricane Isaac** in August and **Hurricane Sandy** in October. The storms caused widespread destruction and loss of life. They also caused the country's ongoing **cholera epidemic** to surge. It is estimated that over 8,000 Haitians have died from cholera, and hundreds of thousands more – including some of our own staff members – have contracted the disease.



How we've helped: education, access, and action.

In August, our **players and coaches led community clean-up efforts** after Hurricane Isaac flooded our Bossan site. Team GOALS cleaned out mud-filled homes, sanitized areas filled with contaminated floodwaters, and brought their neighbors together to help one another.

In October, **GOALS was first on the scene** with United Nations peacekeepers to deliver food and supplies to communities cut off by Hurricane Sandy. Our recovery efforts helped build a strong partnership to address needs in the area. In the months that followed, the Sri Lankan peacekeepers held a free mobile clinic in Destra, our most rural site. **The clinic treated over 100 people.**

When disasters hit, it's all the more important for communities to be **prepared, knowledgeable and proactive** about their health and well-being. This is why GOALS has an ongoing commitment to increasing access to health services and providing health education on a regular basis. This fall, we celebrated our third annual **Global Hand Washing Day tournament**, which combines soccer, soap and education, to impact 170 local players.



A huge thank you to the **Klinik Lasante Leogane**, part of the **Delaney Bay Fund**, for our ongoing partnership, which:

- Provides players and staff with free health consultations, medication & lab tests
- Conducts diabetes and hypertension screenings in our most rural sites
- Holds special quarterly clinics to provide specialized services and education to our teen girls and their friends

Thank You for Your Support!

BOARD OF DIRECTORS

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

Our Board of Directors pledges to fund all GOALS' administrative-related costs. Thanks to this generous support, 100% of individual donations go straight to our programs in Haiti.

TEAM SPONSORS

John & Cathy Sommers
Bob & Karen Sommers
The Delaney Bay Fund
Bill & Sue O'Malley in honor of Charlotte O'Malley
Richard Barker
Paul Sorensen
Jack Sommers
Sean & Kellee Glass
Leslie Sosnowski & BoulderShares
Duane Graham
Michael & Kathryn Stack
Douglass Karp & the Karp Family Foundation

PARTNERS

Coaches Across Continents
The Voila Foundation
The Child Survival Fund
Sweat for a Cause
Beyond Sport
streetfootballworld



Thank You for Your Support!



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Gabriel Valdez
Eric E. Wahl
Mary Kay & Steven
Waldman
Katherine "KK" Wang*°
Heather White
Benjamin Wiselogle*

* made repeat donations
° also donated equipment

Supporter Spotlight

\$444,300
in **DONATED** equipment

EQUIPMENT DONORS

Allegheny College
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Caitlan Carney
The Delaney Bay Fund
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Becky Ellis
Alice Firestone
Khara Gresham
Viva Ann Guerrero
Chris Hill
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Nashia Holloway
Jessica Hsu

The Korelitz Family
Heather Maeding
Chelsea Mandrigues
Drew McDonald
The Out-of-Door Academy
The Odden Family
Peace Passers
Jamie Rubens
Hope Solo
Talia Stern
James & Terry Teela
Melissa Watkinson
Evan Williams



Featured equipment donor: The Northwest School's varsity girls team.



Coach Kimberly shows a pair of worn-out cleats at his site.



THE NEW YORK KNICKS

In April, the New York Knicks hosted a special fundraising event, allowing GOALS supporters to join players courtside for their pre-game warm-up.

In-Country VOLUNTEERS

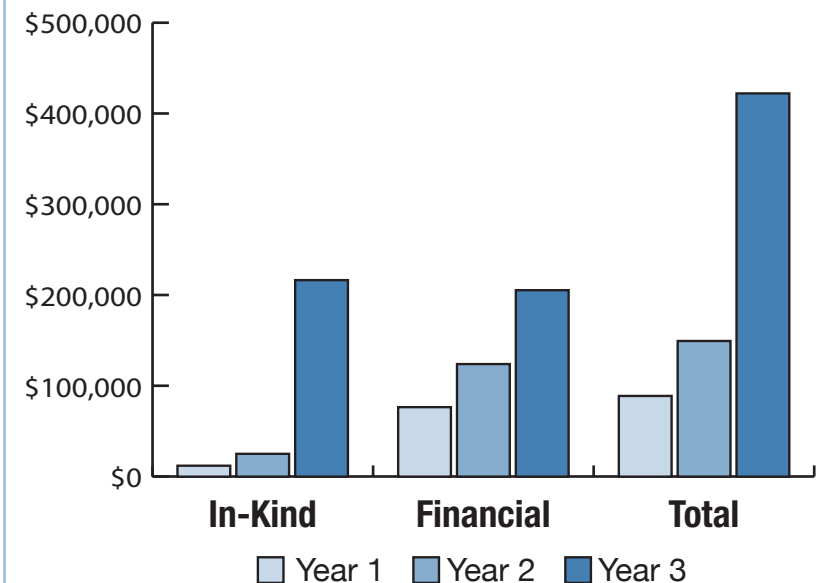
Jolinda Hackett	Coaches Across
Ben Wiselogle	Continents:
Melissa Watkinson	Nick Gates,
Joelle Julien	Cheta Emba,
Jovan Julien	Marie Margolius
Michael Shroyer	PwC
Frederic King	Christopher Baird
Connor	Toby Simon
Ashenbrucker	Bricia Trejo

Financial Review

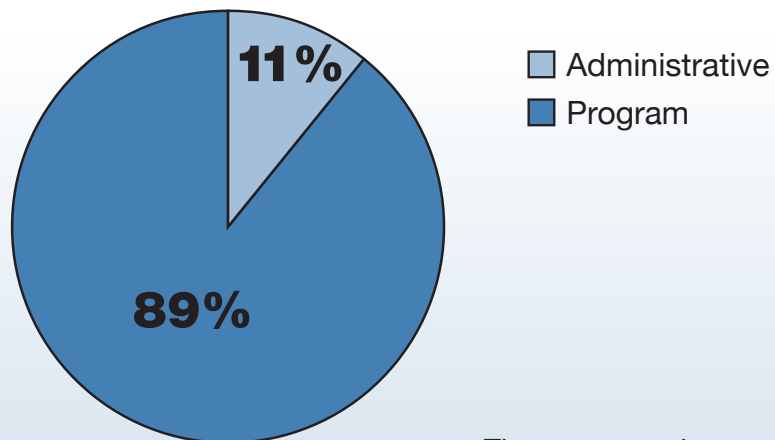
Statement of Activities and Change in Net Assets

	For the years ended	
	May 31, 2013	May 31, 2012
REVENUE		
Contributions & gifts in kind		
Individual donations	\$150,790	\$108,684
Foundations	54,698	15,500
Gifts in kind	216,569	25,418
Total Revenue	422,057	149,602
EXPENSES		
Program Operations	324,975	95,567
Administrative	40,376	24,370
Total Expenses	365,351	119,937
Change in net assets	57,725	29,665
Net assets at beginning of period	29,665	19,790
Net assets at end of period	87,390	29,665

Growth in Donations (financial and in-kind)



Breakdown of Expenses



The statement is unaudited.



Looking Ahead



In the upcoming year, GOALS is excited to be focusing on the following three themes to strengthen our work in Haiti

GROWING OUR TEAM

GOALS will be hiring new team members to increase our impact, strengthen programs, and make an even bigger impact in the year ahead.

EDUCATION

GOALS will continue to invest in its educational programming, including: improving current classroom spaces, launching our first-ever youth literacy project, and increasing specialized staff training.

REMAINING COST-EFFECTIVE

We are committed to keeping our expenses low. It currently costs just \$1.31 a day to sponsor a child, including overhead costs.

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

1. **Make a tax-deductible donation.** Our new website donation page is easier to use than ever. 100% of your donation goes straight to programs in Haiti.
2. **Organize an equipment drive.** Collect lightly used and new soccer equipment for our players in Haiti
3. **Get social!** Our website, Facebook page, Twitter feed and YouTube channel have more information, field updates, and great photos and videos on a daily basis!

\$480- Sponsor a player for one year!

\$350- Sponsor a Dream Team scholar

\$100- Outfit a classroom with supplies

\$55- Plant a local vegetable garden

\$25- 1 week of healthy team meals

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



Global Outreach And
Love of Soccer

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