



10 YEARS

OF SOCCER, EDUCATION AND COMMUNITY SERVICE THROUGH YOUTH LEADERSHIP



GOALS | Haiti
Global Outreach And Love of Soccer

2020 ANNUAL REPORT

DEAR TEAM GOALS,



Our Greatest Strength

Coming off an incredibly successful and inspiring 2019 we were poised to continue that momentum into 2020. Little did we know that the world would be in crisis by a pandemic. 2020 also marked our 10 year anniversary. As we shifted our work to supporting our kids and communities with disease prevention and Covid19 response, we were reminded that we were born out of an emergency. Our ability to weather a storm has played out through our history.

GOALS was founded with a grassroots mentality. Local communities would build long-lasting solutions based on the needs that they identified. Kids would have a dedicated program to play, learn and grow. Soccer would serve as a catalyst for change, and we would help communities improve daily life with an emphasis on gender equality and local leadership.

We have done just that and our partnership with the communities that we serve is why we have been effective. To hear a father at one of our recent community meetings stand up and say that because of our programs a generation of young girls has been given an alternative, a chance of an education and equipped with the knowledge and skills to make healthy choices for their bodies and their future.

We did not have the huge celebration that we had wanted to mark the milestone of a decade of GOALS, However, we did what we always do. Look at what we can do. Look at ways we can be of help. Listen to our communities and share resources that ultimately can make a difference.

As we look ahead to the next ten years, we are thinking about ways we can increase our impact and reach. We are looking at how climate change makes GOALS' work increasingly urgent. Strengthening the rural and coastal communities where we work is imperative.

Because we are a grassroots organization we keep our overhead low and focus on local solutions. GOALS gives me hope every single day. Our approach makes us flexible, and that has helped us weather every storm in the past ten years. Being a grassroots organization has not become any easier, but it has become GOALS' greatest strength.

A heartfelt thank you to all of our supporters.

Kathy McAllister

Kathy McAllister
Executive Director



PROGRAMS

GOALS uses soccer in Haiti to engage youth and their families in programs that emphasize education, health and the environment to improve their quality of life on a daily basis. Through leadership development and social change initiatives we are creating stronger, healthier communities in rural Haiti.

GOALS IMPACT



2,180
Direct
Beneficiaries
since inception



15,260
Indirect
Beneficiaries
since inception



20,444
pieces
of gear
distributed



"I love to play football. Before GOALS I did not have the opportunity to play. We learn how to play football and the principles of football teach us to have respect and discipline."

ISERA, 18 Team Captain Destra



"GOALS has caused many changes in my life. Through the Dream Team scholarship, I am now able to go to school. It means more than support it means encouragement to do well in school."

VENISE, 17 Carrefour Croix



SOCCER

The love of soccer brings the kids to our programs. We provide a safe space and the coaches for daily soccer practice, mentoring, education, and nutritional support for approx. 400 kids in rural Haiti. 90% of our kids had not played sports before our programs.

GOALS IMPACT

43
Total kids recruited to the Haitian National Youth League

675
soccer matches played by GOALS kids

98%
of program participants cited increased self-confidence

57
Literacy graduates in the 2020 class

234
Total graduates to date

51
Dream Team Scholarship recipients

EDUCATION

The opportunity to attend classes and learn is a source of immense pride for the kids and their families. The 'Leveling the Playing Field' literacy project teaches literacy and numeracy to kids who otherwise would be left behind. To date, 234 participants have graduated each achieving measurable progression in learning.

DREAM TEAM

Our Dream Team scholarship program provides tuition, uniforms and books for 25 high school students each year. For many families sending a child to school is the highest priority but is also cost prohibitive for their daily subsistence living.

GOALS IMPACT



"I joined the GOALS program in 2010. What I like most are the programs such as recycling, community garden, and the purposeful play program. I have learned how to plant trees and to take care of my community and myself."

DAPHNEY, 19 Destra



COMMUNITY SERVICE

Kids volunteer in their community as part of our program and it is one way they can give back. Service projects include beach cleanup, recycling, gardening, and repairs. They learn the value of service and engage with their teammates in projects that enrich their local community.

COVID19 RESPONSE

Due to coronavirus in Haiti we increased health and disease prevention education plus the distribution of materials such as hand wash kits, soap and face masks. Our role as a leader for reliable information is critical for remote isolated communities.

GOALS IMPACT

3
Community gardens planted

88,000
meals served annually to program participants

WEEKLY
recycling and field clean up

GOALS IMPACT

DISTRIBUTED
2,400
Bars of soap

1,950
Face Masks

202
Handwash Stations

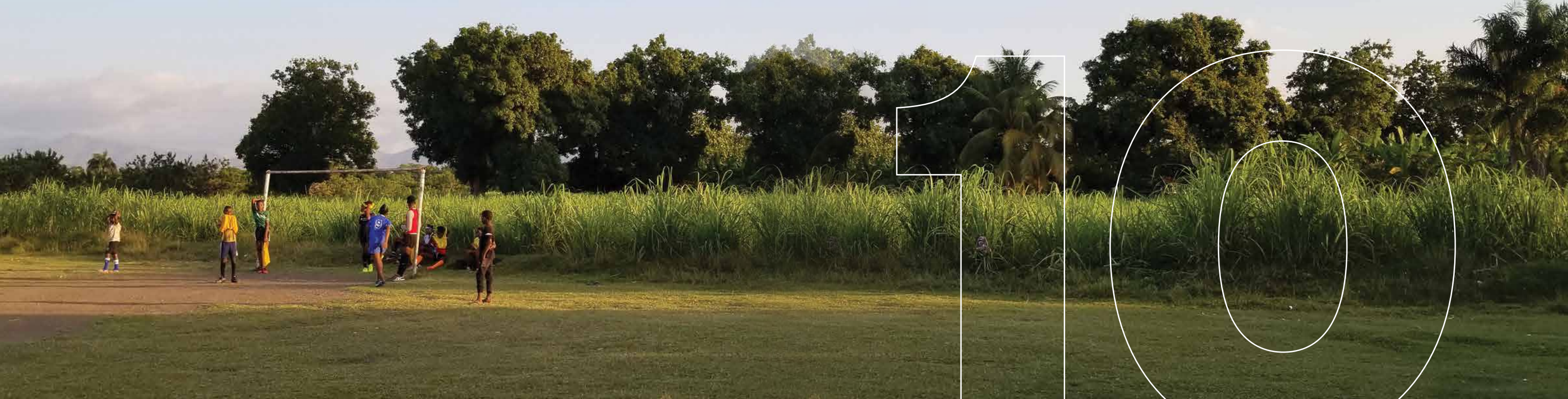
1,200
Bleach Bottles

360
Alimentaire food kits

GOALS TIMELINE

10
YEAR
GOALS
ANNIVERSARY

<p>7.0 Earthquake ravages Haiti</p> <p>GOALS Founded</p> <p>Destra site launched</p> <p>2010</p>	<p>Non-profit status</p> <p>Carrefour Croix site launched</p> <p>Bossan site launched</p> <p>2011</p>	<p>Dream Team scholarships launched</p> <p>2012</p>	<p>Beyond Sport Award for Best New Project</p> <p>2013</p>	<p>Terrasonson site launched</p> <p>Literacy program launched</p> <p>2014</p>	<p>CAC Ask for Choice curriculum adopted</p> <p>2015</p>	<p>Beyond Sport Award Sport for Education</p> <p>Destra Community Center built</p> <p>2016</p>	<p>2,500 Trees planted</p> <p>2017</p>	<p>134 Literacy graduates to date</p> <p>15,000 pounds plastic waste recycled</p> <p>2018</p>	<p>Peace and Sport Award for Best Non-Profit</p> <p>Beyond Sport Award for Sport for Health and Wellbeing</p> <p>Coaches Across Continents Accreditation</p> <p>2019</p>	<p>10 Year anniversary</p> <p>Emergency coronavirus response</p> <p>2020</p>
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MISSION

GOALS advances youth leadership

through soccer and education to create stronger, healthier communities in rural Haiti.

VISION

We envision a future

in which every child in rural Haiti can realize their potential and follow their dreams.



PARTNERS

We value collaboration with our partners

- 4Ocean
- Beyond Sport
- Building Goodness Foundation
- Coaches Across Continents
- Common Goal
- Football for Hope
- Girl Boss Sports
- Haiti Reforestation - Codep
- Haiti Takes Root - Ayiti Vet
- International Medical Response
- Korey Timoun
- streetfootballworld
- Trees That Feed

10



Today, it's astonishing to me what GOALS has achieved.

Our grassroots approach can be a lot of work—it has taken the collective efforts of thousands of people to create the impact we've had in Haiti over the past ten years. GOALS has helped children and their parents learn to read and count through our literacy programs. We have decreased the teen pregnancy rate through health and sex education. We have hosted clinics where there are no doctors. We have sent hundreds of children to school on scholarships. We have seen our players recruited to the Haitian National youth teams. We have received international awards recognizing our results, our model, and our commitment. Of everything that our team has accomplished, I am most proud of the fact that we have endured. We have deep roots in the communities we serve and have demonstrated an incredible commitment to supporting long-term change."

KONA SHEN, Founder



DONORS

Thank you for being a part of Team GOALS!

FOUNDATION AND CORPORATE

Amazon Smile	·	Culligan Haiti	·	Small Business Administration	·	University Presbyterian Church
Common Goal - King Baudouin Foundation	·	Football For Hope	·	The Out Of Door Academy	·	WOZA
	·	Karp Family Foundation	·		·	

TEAM SPONSORS

Karp Family Foundation	·	Shanna Snider	·	John and Cathy Sommers	·	Michael and Kathryn Stack
Sean Kirk	·	Kenneth and Marina Sommers	·	Paul and Joan Sorensen	·	Wardle Family Foundation
David, Jeanette and Max Rosenblum	·		·		·	

INDIVIDUAL DONORS

Anonymous	·	Linda Elliot Scovel	·	Michael and Diane Jackson	·	Kathryn and John Palmer
Jennifer Alfsen and Kevin Ambercrombie	·	Joan Engelmeyer	·	Andrew and Daniel Kao	·	Michelle Parisien
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Vincent Blais	·	Sandy Guitar	·	Katie McAllister	·	Yolanda and Brianne Reed
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Jessica Dally	·	Jacqueline Hopkins	·	John Myers	·	Quinn Savit
Beth Daniels	·	Dana Hudepohl	·	Mary Myers	·	Kona Shen
Christina, Alan and Maddie Davis	·	Scott, Suzy, Gus and Charlie Jackson	·	Karen Nager	·	
	·	Jennifer Jackson	·	Julie Nye	·	

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DONORS

Thank you for being a part of Team GOALS!

Edward Shen	·	Dominique Smith	·	Kerrilyn Vander Heyden	·	Alex Zeff
Jordyn Shoheit	·	Ivan Smith	·	Sharon Vlasak	·	Jonathan Zwickel
Deiy Shuff	·	Jean and Peter Smith	·	Kendra Scott LLC	·	
Daniel Siegel	·	Leslie Sosnowski	·	Christie West	·	
Toby and Peter Simon	·	Cynthia Teerlinck	·	Carol Winge	·	

Note: This list reflects gifts to GOALS Haiti from January 1, 2020 to December 31, 2020. Every effort has been made to ensure accuracy. If you have any questions or corrections, please contact us at contact@goalshaiti.org.

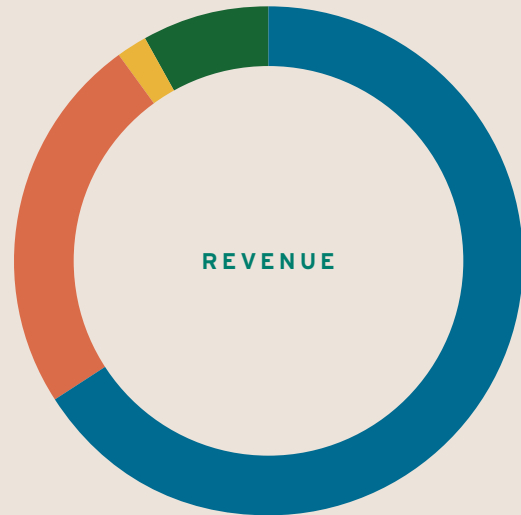


IN KIND DONORS

Lita Billman	·	FMSC	·	Madi Opstal	·	Jordyn Shoheit
Vincent Blais	·	Sara Hoeber	·	Fritz Pierre Louis	·	Lily Sowle
Lynn Courtney Barndt	·	Dana Hudepohl	·	Jody and Sean Quirk	·	Alex and Ellie Teerlinck
Jerrie Crook	·	Andrew and Daniel Kao	·	Yolanda and Brianne Reed	·	The Sports Bra Project
Culligan Haiti	·	Nadia Karimi	·	Max Rosenblum	·	Trees That Feed Foundation
Development Football Partnerships	·	Magepa	·	Society of Social Activities Haiti	·	Sharon Vlasak
Football for the World	·	Steve Manning	·	Jana Milikan	·	WOZA
	·		·		·	
	·		·	Patty Ryan	·	

2020 FINANCIALS

Summary Statement of Revenue and Expenses & Fund Balances For the Year Ending 12/31/20



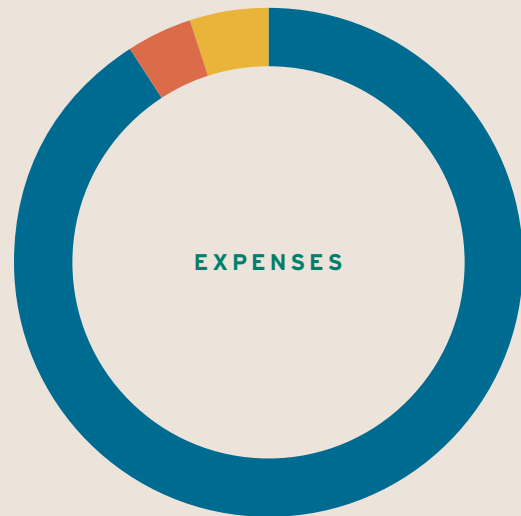
REVENUES

	2020	%
Individual Donations	\$191,493	66%
Grants	70,873	24%
In Kind (Services)	5,390	2%
In Kind (Sport Equipment)	22,305	8%
Investment (Interest)	36	0%
Total Revenue	\$290,097	100%

EXPENSES

	2020	%
Program	243,002	91%
Administration	10,779	4%
Fundraising	13,562	5%
Total Expenses	267,343	100%

Revenue less expenses and depreciation = net income \$22,754



FUND BALANCES

	2020
Net Assets (Beg of Year)	229,261
2020 Revenue Less Expenses	22,754
Net Assets (End of Year)	252,015

STAFF



STAFF

Kathy McAllister,
Executive Director
Jean Kandy Estimphil,
Operations Manager
Emilio Jean Paul,
Program Manager
Francesca Cassius,*
Administrative Assistant

BOARD

Toby Simon, Board Chair
Kenneth Sommers,
Treasurer
Scott Jackson, Vice Chair
Gaetan Barrau
Fritz Pierre-Louis
Steve Manning
Marie Elise Obas
David Rosenblum
Patty Ryan
Kona Shen
Dominique Smith
Shanna Snider

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Marie Flore Charles
Nadege Exilhomme
Yves Mider (Derder)
Hilaire*
Valon (Azibe) Liguerson
Guilson (Frantzo) Occelan
Jerson Jean Paul
Elbrane Rene
Rosemirlande Romulus*
Rubens St Vilus*
Dyna Wagnac

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Health Education
Cassandra Cirus,* Literacy
Antoine Rose Charles,
Assistant Literacy
Minouche Charles,
Assistant Literacy
Luckson Jean,
Assistant Literacy
Rosemirlande Romulus,*
Assistant Literacy

* GOALS Alumni

The positive impact per charitable dollar that GOALS Haiti brings to the lives of its constituents is truly astounding. It is one thing to “feel good” about giving and quite another to “do good” with your gift—with GOALS Haiti you get both. I am incredibly proud to be a part of this organization.”

DAVID ROSENBLUM, Team Sponsor



GLOBAL OUTREACH & LOVE OF SOCCER

23419 28 Ave. S Des Moines, WA 98198



GOALS | Haiti

Global Outreach And Love of Soccer

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

