



GOALS

Global Outreach And Love of Soccer

First Annual Report | June 2011



EIN#27-3869911

| www.goalshaiti.org

| contact@goalshaiti.org

A Message from Léogane, Haiti

Dear Friends,

When GOALS began one year ago, it was founded on the basic idea that soccer can change children's lives. Little did I know that GOALS would quickly become a local phenomenon, exceed expectations of what is possible in Haiti, and catch the attention of people around the world. Because of people's intense love of the game, anything is possible. Before, kids played soccer barefoot, kicking tin cans in polluted areas. Now, they wear full uniforms with pride as they play passionately in competitive matches with regional teams.

We started working with 147 local households in a Haitian fishing village. Now, GOALS impacts over 500 households and three more communities in the Léogane area. Best of all, this serious development work is happening while children in impoverished areas are having the time of their lives on the field.

When GOALS works with a child in Haiti, soccer is only the beginning. Improved nutrition, access to medical care, educational opportunities, and life skills are why GOALS has a lifelong impact. We also built a public toilet, 230 shelters, and planted 55 vegetable gardens. Ten of our youth leaders, aka the "Dream Team," qualified for scholarships this year. This July, two of the Team's girls will begin attending The Winchendon School in the U.S. on full scholarships.

In Léogane, GOALS provides the only free opportunity for kids to participate in recreational and competitive sports programs. Kids come to play soccer, do hands-on community projects, and enjoy being part of a team for the first time. Even better, these programs are all run by local staff with help from youth leaders.



Our supporters around the world make this possible, along with a dedicated corps of volunteers. On behalf of everyone at GOALS, thank you for making it possible for us to change lives, one soccer ball at a time.

Kona Shen
Founder & Director



GOALS players celebrate winning the Vini Jwe tournament

About Global Outreach And Love of Soccer

GOALS uses soccer to engage kids in community work that improves their quality of life, the environment, and local leadership in Haiti.

GOALS is a registered non-profit organization in the United States, EIN27-3869911. All donations are tax deductible.

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How and Why this Works

HOW SOCCER IMPROVES QUALITY OF LIFE

Sport is an effective and creative way to engage youth in meaningful development. Sport has long been considered a powerful way to spark social change. The United Nations calls sport “an important tool” for development. Sport-for-development programs such as Grassroot Soccer and Right to Play promote peace, healthy, and equality. GOALS is one of the only organizations worldwide applying sport to environmental issues in addition to health, education, and leadership.

For our soccer teams, after-school programs and day camps, we use this simple framework:

- **First, in order to play soccer, kids need strong, healthy bodies**
 - GOALS participants eat a daily snack or meal at our programs, plant vegetable gardens, and attend health seminars and mobile clinics.
- **Second, strong, healthy kids need safe, clean environments to play soccer**
 - GOALS participants clean up litter in public areas, manage local trash collection, and recycle old materials by reusing them in new projects
- **Third, kids need communities with strong leaders and a good quality of life**
 - GOALS mobilizes communities, teaching young people and adults how to organize projects that improve shelter, sanitation, and infrastructure



GOALS' LONG-TERM AND SUSTAINABLE IMPACT

GOALS is unique in its emphasis on developing local capacity and youth leadership. 6 of the 7 GOALS staff members are Haitian and work in the area where they grew up. We train local residents to conduct census surveys and needs assessments, hold a weekly public town meeting in all program sites, train local volunteers, and develop new young leaders. Our youth leadership group, aka the Dream Team, conducts community service projects. Ten of our Team members received academic scholarships in partnership with The School Fund this year.



“GOALS doesn’t do charity. Our work is driven forward by the community’s needs and the community’s own contributions. This is aid dependency in reverse: in Destra, GOALS relies on the community to organize, support, complete, and then maintain projects. [GOALS’ work] is showing that we can improve the way people and organizations tackle development work, from soccer and gardening to toilets and houses.”

– Kona Shen, GOALS Founder & Director

Meet Team GOALS: Haiti



Emilio, Jerson and Rene at the Destra site

Our Destra coaches, **Jerson Jean Paul** and **Elbrane Rene** are from Destra and have long histories of playing competitive soccer.

In Carrefour Croix, **Romel** and **Sony** coach the local team, sponsored by **John and Cathy Sommers** in Florida.

In Darbonne, **Wilio** and **James** coach the newest GOALS team, sponsored by **The Delaney Bay Fund** in New York.

Kona Shen is the Founder and Director of GOALS. Kona is from Seattle, and graduated from Brown University with a degree in Development Studies. She has been working on short-term projects in Haiti since 2007 and lives in Léogane.

Emilio Jean Paul is the local Site Director of GOALS programs in Destra. Emilio is originally from Destra and is a talented soccer player and coach. He has a young daughter and son and loves working with children.

Nadège Exilhomme is the head Program Manager of the GOALS programs in Destra. She is from Destra and is responsible for the vegetable gardens and compost project. She loves playing soccer, excels as a community leader, and has a two-year-old son.



Nadège, her son, and Kona in Destra

Meet Team GOALS: United States

Board of Directors: In addition to Kona Shen, Paul Sorensen and Kenneth Sommers form the Board of Directors.

Paul Sorensen is a retired engineer who now dedicates his time, experience, and resources to helping individuals and organizations striving to improve our society and the world.

Kenneth Sommers teaches history and coaches American football at The Out-of-Door Academy (FL). He is a former Peace Corps volunteer with an MBA from Georgetown, and is passionate about sports, kids and philanthropy.

Partner Organizations

- **The School Fund**, an educational organization
- **Sustain Haiti**, a group that supports our gardens
- **The Winchendon School**, a multicultural prep academy
- **Fondation pour la Protection de Biodiversité Marine**, a Haitian environmental organization



Jacques Delormes and Alex Magay from the Winchendon School



Matt Severson, founder of The School Fund with Kona in Providence, RI

Volunteers, Interns & their Projects

- **Heather Turney:** new environmental curriculum
- **Jonathan Cruz:** fundraising and public relations
- **Olivia Petrocco:** monitoring and evaluation
- **Lilly Siems:** sport-for-development and disabilities
- **Alex Carroll:** summer environmental volunteer
- **Jovan Julien:** summer photography volunteer
- **Shayna Teutsch:** summer girl power volunteer

GOALS in Action!

WHY DO I LOVE THIS GAME? BECAUSE I HAVE FEET!

Kids in Haiti are truly crazy about soccer. They'll play barefoot, among trash, kicking makeshift balls and never want to go home. This is exactly why GOALS uses sport as a tool for significant, long-term development in Haiti. Soccer evokes a level of enthusiasm and joy in children and their families that is rare to find in such an impoverished country. Sport has the potential in Haiti to break free of old development models and spark change in every town and neighborhood in the country. Through GOALS, these kids have their first chance to be a part of a team and benefit from the power of sport to develop individuals and change lives.

GOALS soccer program consists of:

- 7 boys and girls teams at four sites in Léogane, Haiti
- Outreach activities at four additional community fields
- 300 participants in camps, afternoon programs, & teams
- Special outreach programs that recruit girls, engage them in sports, and teach life skills.



GOALS players celebrate a goal at a match in Darbonne, Léogane

IMPROVING QUALITY OF LIFE THROUGH SOCCER

GOALS' soccer programs are only the beginning. Using sport to engage youth in other activities, GOALS has improved life in its program sites through the following initiatives and activities:

Education & Leadership

Young leaders of the "Dream Team" develop life skills and organize service projects. 10 members received scholarships and two have been accepted to study abroad in the United States.

Community & the Environment

GOALS creates jobs for local residents and teaches professional skills. Open town meetings are held to promote local ownership and transparency. GOALS focuses on environmental rehabilitation and stewardship through local trash management, litter control & projects based on recyclable materials.

Health

GOALS organizes mobile health clinics and seminars, and has built a public latrine and a hand-washing station for children. GOALS aims to improve nutrition through program meals and household vegetable gardens.

Champions On and Off the Field



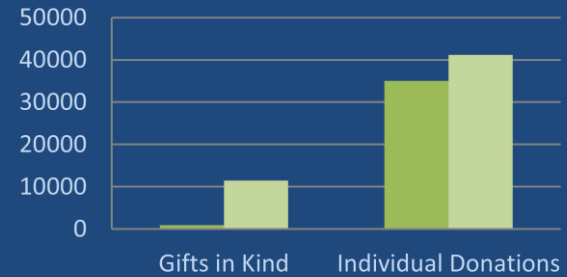
Top: the Carrefour Croix team, sponsored by John and Cathy Sommers; the Darbonne team, sponsored by the Delaney Bay Fund
Bottom: Destra's "Kona Athletic Club" teen boys team; Lidia competes for the Destra girls team at a tournament

Financial Review

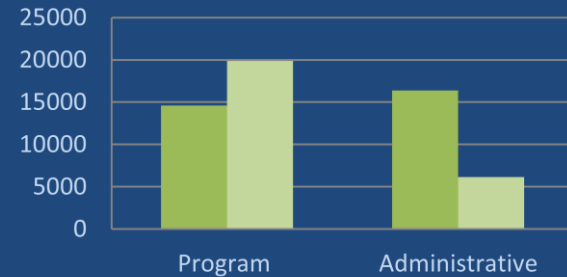
Statement of Activities

	2010	2011
	June-December	January-May ¹
Revenue		
Contributions & gifts in kind		
Individual donations	\$35,030	\$34,142
Foundations ²	0	7,000
Gifts in kind	889	11,450
Total Revenue	35,919	52,592
Expenses		
Program Operations	14,585	19,862
Administrative	16,366 ³	6,163
Total Expenses	30,951	26,025
Excess/(shortfall) of revenue over expense	4,968	26,567
Change in net assets	4,968	15,117
Net assets at beginning of period	0	4,968
Net assets at end of period	4,968	20,085

Revenue, 2010-2011



Expenses, 2010-2011



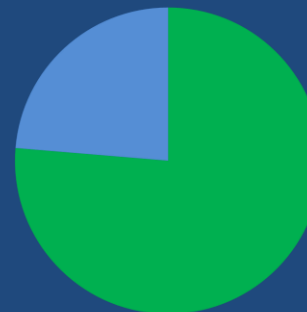
2010 Expenses

- Program
- Administrative (Actual)
- Program
- Administrative (Adjusted)



2011 Expenses

- Program
- Administrative



In 2011, over **76%** of GOALS' budget went directly to program operating expenses

¹ GOALS' fiscal year ends May 31

² With national 501(c)(3) status, we are now able to seek increased support from foundations

³ This includes the purchase of a program vehicle as part of our start-up period. Without including this purchase, program operation costs constituted 77% of the period's budget

Want to Help a Child Play Soccer?

GOALS' successes in the past year are thanks to our supporters. Please consider donating to GOALS and helping us to reach more kids and more communities throughout Haiti. Your contribution will enable us to change the lives of children facing extreme poverty every day, bring smiles to their faces and create new opportunities for their futures.

Because we are a small organization, every donation makes a huge, immediate difference to our programs in Haiti.



- **\$35** provides food for 150 kids for one week of daily programs
- **\$70** fully funds a player in our annual summer camp, supplying their equipment, food, and supplies
- **\$100** plants household vegetable gardens for 35 local families
- **\$250** provides basic soccer equipment for 25 children in need
- **\$500** launches a GOALS youth soccer team and supports the players and local coach for one month.

[Ready to Donate?](#)

Go to goalshaiti.org to donate securely online.

Or, send checks and money orders to:

4532 Ocean Boulevard #105

Sarasota, FL 34242

Questions? Email us at contact@goalshaiti.org

GOALS is a registered non-profit organization. All donations are tax-deductible, EIN 27-3869911

Thank you for supporting GOALS!

The following individuals, organizations, and companies have supported GOALS in the past year by donating, volunteering, and providing in-kind services. Your remarkable generosity helped to launch GOALS, and it is thanks to you that our first year was such a fantastic one.

Special Thanks to Paul Sorensen and Kenneth Sommers

Alex Carroll
Alexandra Armstrong
All Hands Volunteers
Ben Wiselogle
Benjy and Philip Nurick
Beth and Bill Wang
Bethesda Comets
Boby Duval
Carleigh Ghent
Carol Winge
Cathy Sommers
Christopher Bull
CODEP
Colin Dayan
Community Fitness
Crispin Baynes
Crocs
Dan Rosen
Daniel Tillas
Danny Warshay
Diane & Rachel Griffith
Diane Atkinson
Edward Shen
Eli Wolff

Elizabeth Giliberti
Emily Cole
Emma Clippinger
Eric Wang
Fast Signs
FoProBim
Fritz Pierre Louis
Heather Turney
Helen Mou
Henrietta Kerpel
IsrAID & Tevel b'Tzedek
Jena Thornton
Jeremy Edwards
John Burrell
John Sommers
Jonathan Cruz
Jovan Julien
Joy Rafey
Julia Shen
Kali Schellenberg
Karen Clark
Katherine Gannett
Kayla Knopf
Adele Bourgailt Ramsey

Kerri Heffernan
KK Wang
Kwik Goal
Laura Massey
Le JIT Productions
Lilly Siems
Linda Schirmeister
Lora & Jesse Griff
Luther Arms
Marissa Fuerst
Megan Litrownik
Meghan Hughes
Melia Pieper-Marek
Mercy Corps
Michelle Flagg
Molly Arenberg
Natasha Jacobson
Olivia Petrocco
One World Futbol
Patrick Moynihan
Patrick Sylvain
Paul Raymond
Rachel Overstreet
Ray Shader

Reuben Grandon
Richard Snyder
Rob Wiltbank
Sam Sezak
Samaritan's Purse
Seelye Arms
Shannon Fitzgerald
Shayna Teusch
Soccer West
Stan Dobson
Sustain Haiti
SustainaBall Challenge
Sustainability Consulting
Partnership
The Delaney Bay Fund
The Northwest School
The Out-of-Door Academy
The School Fund
The Winchendon School
Tiago Verdial
U.S. Soccer Federation
Unicef
Vanessa Alix
Weston Baker

For more information, please visit our website:

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contact@goalshaiti.org