

2016 ANNUAL REPORT

ANN ALE!

LET'S GO!



GOALS | Haiti

Global Outreach And Love of Soccer

DEAR TEAM GOALS,

This annual report represents GOALS' most important year to date. In 2010, I founded GOALS as a true grassroots effort.

The fact that we are now celebrating our seventh year is testament to the hard work of our coaches and staff, the remarkable support from our donors and volunteers, and the power of sport to make serious development work fun.

Looking back, GOALS' early years were filled with big decisions. We decided to teach sex ed because girls were getting pregnant and dropping out of our programs. We decided to send teenagers to school because we wanted them to have real opportunities as adults. We built temporary shelters because families were living under tarps after the 2010 earthquake.

Each year, GOALS' impact becomes more evident. Our programs reduced pregnancy and we've even sent 15 girls to the Haiti youth national team with full scholarships. Young leaders have achieved seemingly impossible dreams graduating high school, going to university, and securing full time jobs. Through our collaboration with the Building Goodness Foundation, Destra residents built a community center that sheltered families during Hurricane Matthew and are now building 100 permanent houses.

Meanwhile, our Board of Directors has been working hard to ensure that GOALS has the internal capacity needed to do great work. A successful transition to our third leadership team was an important part of this, and we welcomed James Louis-Charles as Country Director and Kathy McAllister as Impact Director. Our leadership team has been working hard behind the scenes. Accounting, grant writing, and attendance spreadsheets may not yield cute pictures, but they have undoubtedly improved our health as an organization. As a result, we will be better able to serve hundreds—if not thousands—more children in rural Haiti in the years ahead.

Most importantly of all, this report is one way for us to thank you, the extended network of donors, volunteers, partners, and team members who make GOALS possible. Thanks to your support, GOALS is one of the rare organizations that hires local leaders, invests in local communities, and maintains a permanent base in rural Haiti. This is our chance to highlight what your support has achieved, how we have learned from our mistakes, and why supporting GOALS is the best possible way for you to make a direct impact on the lives of children in rural Haiti who need it most. These children have big dreams, we can help them overcome even bigger odds.

Mesi mil fwa—an ale! A thousand thanks—let's go!



Kona Shen, Founder and Board Chair



IMPACT

99

GOALS kids played in 99 soccer matches, including two girls' tournaments

92%

of GOALS participants had never participated in any kind of sports before joining GOALS

35

GOALS coaches and youth leaders spent 40 hours learning how to use soccer for social development, focusing on self-directed learning

77%

of underweight children moved towards a normal weight range after one year at GOALS

18

(15 GIRLS & 3 BOYS) GOALS players were recruited to train with the national U-17 and U-15 teams

1143

people in 6 different communities received deworming medications

GOALS areas annual pregnancy rate was just 1% compared to 7% pre GOALS

1%

GOALS HAITI WINS BEYOND SPORT FOR EDUCATION AWARD



GOALS Haiti was extremely proud to have won the Beyond Sport for Education Award for our life-changing literacy program, providing education to impoverished children and adults in rural communities through the love of soccer.

Jolinda Hackett attended the award ceremonies in London and accepted the award saying “Winning this Award will allow us to continue to provide literacy classes for children and adults living in rural Haiti who have no other access to education. The need in Haiti is always great, particularly now Hurricane Matthew has devastated much of the country. This will go a long way to helping GOALS Haiti to rebuild local communities.”

“Winning this Award will allow us to continue to provide literacy classes for children and adults living in rural Haiti who have no other access to education.”

— Jolinda Hackett, Executive Director

COMMUNITY RESPONSE— HURRICANE MATTHEW

Our communities were struck by the force of Hurricane Matthew which caused severe rain and flooding in Leogane. Many GOALS families had homes destroyed. Rising flood waters and storm surges affected our communities. The storm devastated crops, washed away livestock and damaged most houses in Destra and Bossan; Carrefour Croix and Terrasonson also flooded. Two communities were completely inaccessible by road. GOALS staff was able to use boats to deliver water, food and supplies to those completely cutoff. We send a special thank you to all of our donors that reached out and gave support to our recovery efforts.

TIMELINE

2010

- Devastating Earthquake • +300k lives lost
- Goals born • Destra site launched



2011

- Non profit status
- Carrefour Croix site launched
- Bossan site launched
- 500 direct participants

2012

- Jolinda Hackett hired as Program Coordinator
- 600 participants
- 23 Dream Team scholarships



2013

- Beyond Sport New Project Award
- 28 Dream Team Scholarships
- Hurricane Sandy & Isaac



2014

- Terrasonson Site Launched
- 9 girls joined National Haiti Youth Team
- Jolinda Hackett hired as E.D.
- Literacy project launched

2015

- 148 Matches Played
- Bakery Launched
- 29 Dream Team Scholarships
- 12 soccer teams
- 84 Literacy program graduates



2016

- Beyond Sport Sport For Education Award
- Destra Community Center Built
- James Louis-Charles Hired as Country Director
- Kathy McAllister Hired as Impact Director



PROGRAMS

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're committed to developing local leadership (18 of 19 staff members are Haitian) and are committed to gender equality (50% of participants and 38% of staff are female). Our boys play if girls play rule has led to a community wide shift in perceptions on what girls can accomplish.

LITERACY

The 'Leveling the Playing Field' literacy project uses the power of sport to build locally-led literacy programming in order to create fully literate communities, thereby improving local leadership, health and future earning potential. To date, 64 children and 20 adults have successfully completed the program, each achieving measurable progression in learning. As a group, students have improved from a starting average test score of 13% to a final score of 66%.



SOCCER

12 teams serving approximately 400 kids in 4 rural communities with daily soccer practice, training, nutritional support plus education and community service. Kids played in 5 tournaments, furthered their bonds with their teammates and learned life skills all while having fun. Soccer is the core of our programs and through that we are able to teach and model leadership skills.



COMMUNITY SERVICE

Part of being on our teams is the commitment to giving back to one's community through volunteer service. Projects included local clean up of trash and recyclables, environmental cleanup of ravines, gardening and painting of community water sources.



DESTRA COMMUNITY CENTER

GOALS began with a dream that children living in poverty in Haiti would grow up healthy and strong, with new opportunities to play, and plenty of reasons to hope for a better future. It's a dream that the love of soccer can be used to create a better life—not just for a week or a month or even a year—the dream has always been about transforming entire communities for generations.

In partnership with our friends at Building Goodness Foundation who shared our vision, plus the generosity of our supporters, and with land donated by the community itself we built the Destra Community Center. A safe, public and dignified space to house all of GOALS' programs in the village of Destra now exists. It is a place of learning and the exchanging of ideas, a place to receive visiting medical staff, a place for commerce, a place that will withstand earthquakes, hurricanes and storm surges to last generations, a place built with local labor.



We value our partners who we collaborate with to reach our vision.

- Beyond Sport
- Building Goodness Foundation
- Coaches Across Continents
- Football For Hope
- Streetfootballworld

“ Locally-run and innovative organizations like GOALS Haiti feel essential to the country's next steps. CAC has been honored to partner with GOALS for 5 years, learning and sharing with their leaders who are committed to the daily grind of community development. GOALS is a model for Haiti—and the greater global development community—and we have high expectations for our future collaboration in Léogâne and beyond. ”

— **Nora Dooley**, Coach Advisory Team
Coaches Across Continents

OUR SUPPORTERS

FOUNDATION & CORPORATE

An Apple a Day Academy

East Bay Community Foundation

Digicel

Football For Hope

ODA Middle School

VSU Swiss Company

TEAM SPONSORS

Richard Barker

Peggy Koenig

Bill and Sue O'Malley

David, Jeanette and Max
Rosenblum

John and Cathy Sommers

Kenneth Sommers

Paul Sorensen

Michael and Kathryn Stack

INDIVIDUAL DONORS

Anonymous

Rasha Abdulhadi

Jen Alfsen and Kevin
Abercrombie

Ian Allen

Sheila Aminmadani

Garret Antolik

Seelye Arms

Amie Austin

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Anne Bastings

Jared bowns

Howard Brodwin

Thomas Burke

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Walter Burwell

Liza Caldwell

Francoise Canter

Heather and Julia Carter

Judy Chadderdon

Alexandra Chalot

Cindy Chang

Dana Chofay

Chris Chrobak

Elimelec Clerjeune

Pamela Collins

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Chris and Sophie Coutu

Beth Daniels

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Diane Atkinson and William
Dietz

Peter and Ann Dichiaro

Kathleen Enterline

Roberte Exantus

Nicolas Fedus

Nancy Fenwick-Kiel

Meghan Flaherty

Joan Flocks

Rachel Fox

Susan Fraiman

Laura Friederich

Geerts Justine

Victoria Giordani

Camela Giraud

Ari Gonzalez

Shannon Griffin

Paul Gutkowski

Joe Hackett

Joseph Hackett

Masumi Hayashi-Smith

Kimberly Hernandez

Elizabeth and Don Hessler

Marcia Hoffer

THANK YOU FOR BEING A PART OF TEAM GOALS!

Max Holmes

Casie Horgan

Patricia Howell

Chris Hughes and Sean Eldridge

Rich Hurley

Jennifer Jackson

Michael and Diane Jackson

Debbie and Jim Jacobsen

Elizabeth Jones

George Jorges

Brendon Joyner-El

Joel Julien

Jovan Julien

Sefik Kadric

Hannah Kang

Jana Karp

Kimberly Kempton

Andrew Kerr

Rachel Key

Pon Khamvongsa

Jennifer Khoe

Bruce and Nancy Kiel

Sandra Lee

Amanda and Max Lefer

Matthew Leftwich

James Litrownik

Ricardo Loaiza

Monica Logani

Justin Lokitz

Myriam Louis-Charles

Gregory Louis-Charles

Sheila Louis-Charles

Edward Lovett

Rebecca Lullo

Marita Luna

Abra Lyman

Andrew Marshall

Earl Martinelli

Drew McDonald

Mary McVeigh

Eileen Meeker

Kate Mellor

Chris & Ray Miao

Althea Middleton-Dezner

Deborah Mills-Scofield

Jennifer Mnookin

Patrick Monaghan

Helen & Noah Mou

Mary Myers

Patricia Myers

Stephanie Nelson

Lekisha Nicholas

Shar Nobles

Timothy and Susannah Nolan

Lisanne Norman

Chi Nwogu

G. Park

Doug Pederson

Mary Jo Peterson

Carolina Pezua

Richard and Alice Pilla

Carolyn Pride

Lisa Pulsifer

Steven and Mary Purdy

Pablo Quintanilla

Paul Ramsey

Chad Raymond & Sally Goma

Daniel Reilly

Jose Ribeiro

Glenn Schumske

Brie Schwartz

Sam Sezak

Edward Shen

Kona Shen

Elizabeth Simon

Toby Simon

Timothy Singer

Nick Smith

Peter Smith

George and Dierdre
Spiropoulos

Neil Stephenson

Sarah Thomas

Elyse Trinh

Ramkumar Venkatanarayana

Joseph Vigliotti

Kara Volkman

William Ward Jr.

April Watkins

Alexandra Watson

Malika Whitley

Marissa Widdison

Mark Wiggins

Kelsey Wilson

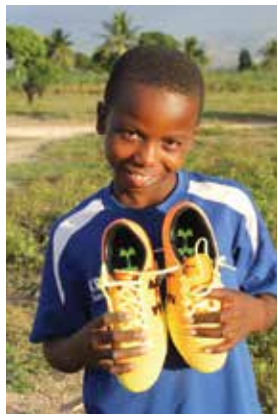
Sheryl Winarick

Ben Wiselogle

Ken and Carolyn Wygle

Yibo Zhu

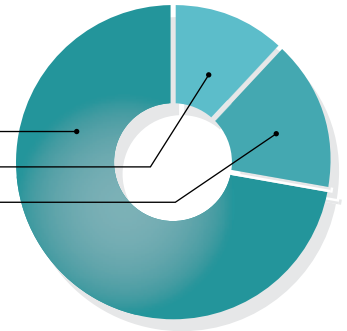
Quinn Zimmerman



2016 FINANCIALS

Income	Amount	% Total
Individual Donations	\$191,078	72
Grants	\$32,300	12
In Kind (Sport Equipment)	\$42,472	16

Total Income **\$265,850**



IN KIND EQUIPMENT DONORS

CAC	Michael Goldstein	Drew McDonald
BSN Sport	Ari Gonzalez	Dylan Oates
FIFA/ Football for Hope	Jessica Griffin	Liesbeth Oei
Jennifer Afsen and Kevin Abercrombie	Elizabeth Hesler	Doug Pedersen
Stephanie Belt	Emily Hesler	Mary Jo Peterson
Monica Bosiljevac	Alyssa Hough	Danielle Pilla
Steve Cadet	Jack and Lynn Hughes	Liza Pulsifer
Scott Cameron	Christine Humphrey	Matthew and Gregory Purdy
Heather, Jackson, & Julia Carter	Carter Jackson	Joseph Quirk & Nick Bradley Quirk
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Valerie Girling	Tony Luo	Mark Wiggins
Katherine Glover	Jim Mahar	Mary Wygle
Paige Glover	Mikaela Malofiy	Rachel Fox & Suzanne Smiley
	Chelsea Mandrigues	
	Foster McDonald	

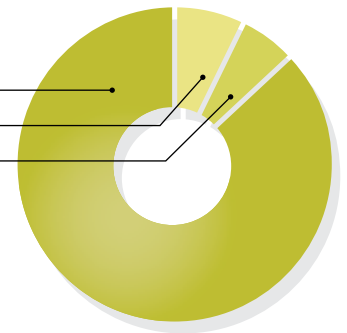
Note: Donor lists reflect gifts to GOALS Haiti from January 1, 2016 to December 31, 2016. Every effort has been made to ensure accuracy. If you have any questions or corrections please contact us at contact@goalshaiti.org

Expenses	Amount	% Total
Program*	\$239,109	87
Admin	\$18,815	7
Fundraising	\$16,554	6

Total Expenses **\$274,478**

Total Net Income **\$(8,628)**

* Note: Includes 30K Destra Community Center Building expense taken and not depreciated.



Equity

Opening Balance Equity	\$44,531
Retained Earnings	\$60,144
Net Income	\$(8,628)

Total Equity **\$96,046**



MISSION, VISION & VALUES

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.

Values

GOALS operates according to values designed to empower communities and achieve long-lasting development through sport.

Love of the game: Soccer is the backbone of GOALS sport-for-development youth programs. Research has shown that sports and physical exercise can improve the health and self-esteem of youth, in addition to developing leadership, teamwork skills, and discipline.

Empowerment & Equality: GOALS promotes gender equality, youth leadership and community-led initiatives to empower citizens to drive forward local development.

Sustainability: GOALS strives for long-term environmental, financial and operative sustainability in all aspects of the organization.

Transparency: GOALS is transparent about its administrative, financial and project-based practices so that the organization's work is clear to community members and donors.



STAFF & BOARD

CELEBRATING JOLINDA

Jolinda joined GOALS back in January 2012, and two years later, she became our second-ever Executive Director. Three years later, Jolinda's term as Executive Director has ended, and we owe her an enormous thank you for her hard work. I have heard time and time again from partners, donors, and volunteers about Jolinda's extraordinary abilities leading GOALS' programs in Haiti. We benefited from having her as our organization's leader and GOALS, along with all of our far-flung members of "Team GOALS," is better as a result.



2016 STAFF

STAFF

Jolinda Hackett, Executive Director

James Louis-Charles, Country Director
(Hired September 2016)

Kathy McAllister, Impact Director
(Hired December 2016)

Jean Kendy Estimphil, Regional Coordinator

Emilio Jean Paul, Regional Coordinator

BOARD

Kona Shen, Founder, Board Chair

Toby Simon, Vice Chair

Kenneth Sommers, Treasurer

Joan Flocks

Scott Jackson

Fritz Pierre-Louis

Sam Sezak

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Brucelee Cadelién

Marie Flore Charles

Andy Delice

Nadege Exilhomme

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Betina Perpilus

Elbrane Rene

Walker Rosemond

Rubens St Vilus

Dyna Wagnac

Mildrede Saint Yves

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Rovenson Boulín

Sheila Casimir

Gladimy Perpilus

Rosemirlande Romulus



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.