



**Excellence in Giving**  
the joy of generosity



## Changing Lives

### **Experience a Family Mission Trip**

*How one family traveled to Guatemala to celebrate gifts together*

#### **THE SITUATION**

The Wilsons had never travelled internationally as a family. But mom and dad wanted to show their kids the needs and the opportunities to provide help in other countries.

The Wilsons had supported a domestic adoption agency with connections to an orphanage in Guatemala. So with only five days around Thanksgiving available for a trip, Guatemala became the country of choice. Travelling to a nearby country in the same time zone suited them well.

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Excellence in Giving stepped in to maximize the value of the trip. In a country with safety and travel concerns, we arranged for consistent transportation and well reviewed, secure accommodations.

Instead of simply visiting one orphanage, Excellence in Giving provided a broad menu of charitable projects to visit, hands-on service projects to do and fun to enjoy.

#### **THE SOLUTION**

Excellence in Giving identified charities matched to family interests. Some of these provide clean water, children’s education, health care, and economic empowerment. One visit we recommended was a soccer program for at-risk kids. Why? Three of the four Wilson children played soccer.

The soccer program recommendation led to playing soccer, meeting Guatemalan kids, and handing out backpacks full of soccer supplies. The entire family made a connection with Global Soccer Ministries (“GSM”) and had a great experience serving there.

When the Wilsons returned home after a trip full of learning, service and fun, they wanted to make a gift. GSM Guatemala had a \$40,000 yearly budget, but the Wilsons wanted to do something bigger. As a result, Excellence in Giving and GSM designed a project that would double the number of kids served and fund the programs for years to come.

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## **THE EXECUTION**

GSM Guatemala created a plan to build a multi-field soccer complex with the best synthetic turf in the country. The complex would facilitate all special events for GSM youth soccer academies and earn rental income from outside use. They projected \$210,000 in annual revenue at its peak.

GSM partnered with the Guatemalan local government for donated land and the Community Sports Council in the USA for discounted turf. The Wilsons only had to donate \$600,000 for a \$1.2 million complex.

Excellence in Giving set up milestones for GSM to accomplish before each part of the \$600,000 was donated. Although the project took three years to plan and to execute, all the necessary drainage, lighting, security, fencing, parking, paperwork and property improvements were completed to ensure long-term sustainability.

## **THE RESULTS**

Since the official opening of GSM’s “BRIO” soccer complex in Guatemala City, the community has embraced the space, and GSM has expanded as a result. By the second quarter of business, GSM hit its projected revenues and used it to cover all costs for running soccer academies for at-risk kids. The Wilsons’ gift of \$600,000 built a \$1.2 million soccer complex for half the price, will create over \$200,000 in revenue each year and currently funds the entire operation and expansion of GSM.

Since the Wilsons made their money through smart investments, they were thrilled to leverage their gift for long-term returns. Excellence in Giving took the time to understand the values of both client and charity in creating the right gift opportunity. If you want to make effective gifts that keep on giving, we can help you too.

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**Contact Excellence in Giving at (719) 329-1515 or visit [ExcellenceinGiving.com](http://ExcellenceinGiving.com) to learn how you can celebrate gifts together.**