About Global Outreach And Love of Soccer

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
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

8 HEALTH CLINICS

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

15 IN-COUNTRY VOLUNTEERS

$444,300 IN FINANCIAL AND IN-KIND DONATIONS

UP 65% from $124,184 in donations in 2011 to $205,488 in 2012

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.
GOALS is awarded the **Best New Project** honor by Tony Blair at the **Beyond Sport Summit** in London.

**JULY**

**Hurricane Isaac** hits Leogane. Players and staff lead a community clean up in flooded areas.

**AUGUST**

GOALS partners with UNICEF and United Nations peacekeepers to host its third annual **Global Hand Washing Day tournament**.

**SEPTEMBER**

Our **Dream Team** grows for the third consecutive year, awarding 28 high school scholarships to our programs’ most promising young leaders.

**OCTOBER**

**Hurricane Sandy** hits Leogane, resulting in severe damages and emergency flooding. GOALS is first on the scene with **United Nations peacekeepers** to deliver food and supplies.

**NOVEMBER**

**Coaches Across Continents** launches its three-year “Hat Trick Initiative” partnership with GOALS, holding an in-depth two week training with GOALS coaches.

**DECEMBER**

**GOALS** focuses on **Monitoring and Evaluation**, assessing players’ progress in literacy, health education, confidence, and English.

**2012**

**JANUARY**

**GOALS** joins the **New York Knicks** courtside for a special fundraising event at Madison Square Garden.

**FEBRUARY**

**GOALS** kicks off a series of **volunteer projects** and hosts pro bono consultants from the UK’s PwC office as a part of its Beyond Sport Winner’s package.

**MARCH**

**GOALS** is the **first on the scene** with **United Nations peacekeepers** to deliver food and supplies.

**APRIL**

**GOALS** partners with UNICEF and United Nations peacekeepers to host its third annual **Global Hand Washing Day tournament**.

Teams complete local community **service projects**, building foot bridges across canals, organizing public health presentations, and distributing water purification tabs to neighbors.
Soccer, Service, & Education: How this Works

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

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.

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

**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!

Anonymous
Barbara & Mark Abramcyk
Jeffrey & Karrie Adix
Alexandra Armstrong*
Connor Ashenbrucker*
Richard Barker
Dylan Becker*
The Birmingham Family
Dr. Garry J & Cheryl L Bloch
Christopher Boyce
Jared Bowns
Lynne Brenes
Donald Briare
Bill Briare
Katrina Burgess
John Burrell
Jan Burrell
Candice Chu
Jean Cyr
Steve Daniels
Brian K & Amy Carter Day
The Delaney Bay Fund
Delia Denson*
Gregory & Dana Dorf
Jerry & Harriet Dorf
Willy Doyle
Grace Duffey
East Bay Community Foundation (Garrett Gruener & Amy Slater Family Fund)
Sandra Enos
Jamie Farris
Graham D. Ferguson
Florence Fishman
The Fishman Family
Bernard Fraenkel
Andrew Frothingham
Howard & Elbridge Garber
Joseph Hackett
Jolinda Hackett*
Stephen Hanks
Chaney Harrison
Jon Heisler
Marcia Hoffer
Susan Hornung
Alex Irwin
Daniel Sinykin & Jodi Habush
Taylor Johnson
Joel Julien*
Jovan Julien
The Kanes Family
Karen & Charles Nager
Charitable Fund of the Farallon Foundation
Henry Keller
Andrew Kerr*
Douglas Kirschner*
Mel Koeister
David Korn
Derek Lane
Debra Latham
Latter Glory Church
Shauna Leinbach
Mona & Jim Litrownik
Lucky Seven Foundation
Sarah Magaziner
John May
Georgia McLain*
Raymond & Chris Miao
Microsoft Matching Gifts Program
Pamela Ann & Paul Miller
Deborah Mills-Scofield
Chi Nwogu
Nathan B & Heather B Oman*
Judy Osgood
Karen Paul-Stern
Kelley Platt
Austin Polanco
Priority P&G
Drita Protopapa
Tom Quinn
Paul & Millie Ramsey
Beth Roberts
Perrin Romine
Linda & Jeff Rosen
Gary & Kristi Roundtree
Caeli Rubens
Salesforce Foundation
Michael Dorf
Sarah Connors
R.W. Scheffler
Justin & Susanna Scripp
Mortara
Michaela Seigo
Steve Shapiro
Juliet Shen
Edward Shen
Marcia Shumow
Trudy Sirks
Nick Smith*
Alice Sorensen
Cindy L Stephens
Talia Stern*
Terri Stratton
Emily Tata
The Winchendon School
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

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

**EQUIPMENT DONORS**

Allegheny College
Matthew Burrell
Caitlan Carney
The Delaney Bay Fund
Peter DiChiara
Becky Ellis
Alice Firestone
Khara Gresham
Viva Ann Guerrero
Chris Hill
Debbie Hoff
Jaimi Ann Hogan
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

**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
Ben Wiselogle
Melissa Watkinson
Joelle Julien
Jovan Julien
Michael Shroyer
Frederic King
Connor
Ashenbrucker

Coaches Across Continents:
Nick Gates,
Cheta Emba,
Marie Margolius
PwC
Christopher Baird
Toby Simon
Bricia Trejo
# Financial Review

## Statement of Activities and Change in Net Assets

<table>
<thead>
<tr>
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<th>For the years ended</th>
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<tr>
<td></td>
<td>May 31, 2013</td>
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<tr>
<td></td>
<td>May 31, 2012</td>
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<tr>
<td><strong>REVENUE</strong></td>
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<tr>
<td>Contributions &amp; gifts in kind</td>
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<td>Individual donations</td>
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<td>Foundations</td>
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<td>Gifts in kind</td>
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<td><strong>Total Revenue</strong></td>
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<td><strong>EXPENSES</strong></td>
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<td>Program Operations</td>
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<td><strong>Total Expenses</strong></td>
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<td>119,937</td>
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<td><strong>Change in net assets</strong></td>
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<td>Net assets at beginning of period</td>
<td>29,665</td>
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<tr>
<td>Net assets at end of period</td>
<td>87,390</td>
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## Breakdown of Expenses

- 11% Administrative
- 89% Program

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!

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