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 non-profit organization in the United States, ID 27-3869911. Thanks to commitments from our board of directors, 100% of donations go straight to our programs. All donations are tax deductible.

1201 Tree Bay Lane / Sarasota, FL 34242
www.goalshaiti.org
contact@goalshaiti.org
Dear Friends,

There is a lot to love about the game of soccer. Children feeling pure joy when they kick the ball. Teenagers embracing the camaraderie and discipline of daily practice. Communities coming out in full to watch youth matches, which are followed as passionately as is the World Cup.

Most of all, I love that on the field, nothing matters more than determination, teamwork, and heart. The constant obstacles that youth in Haiti face due to poverty are silenced, however briefly, on the soccer field. For a time, they are able to enjoy being kids.

As Haiti continues to recover from the 2010 earthquake, these moments matter. Children see that they can succeed on the field if they put in time and effort. GOALS takes these same principles and applies them to education, community service, and leadership.

Over time, we believe that this work will help shape a new generation of young leaders in Haiti.

As Haiti marked its second anniversary of the 2010 earthquake and more organizations end their operations here, GOALS offers some of the only free, daily programs for youth available throughout the country. Even more unique, these programs are led by local leaders who are also focused on long-term, sustainable development in their communities.

Currently, over 600 children participate in our soccer, service, and education programs each month. We are wrapping up our second year of the Dream Team, which granted 23 scholarships to exceptional high school students. We hosted the second annual Vin Jwe! Tournament in Cité Soleil, which brought 12 teams together from around Haiti for a two-day competition.

Internally, our capacity to improve programs and monitor effectiveness has grown. We are exceedingly grateful that the number of supporters has tripled. Our players in Haiti have benefited from increased donations, equipment drives, and raised awareness about GOALS’ work.

Throughout a busy year, we have remained true to our values. We seek to work most closely with teenagers, who are old enough to rise to the rigorous expectations of our programs and take on responsibility. We work primarily in rural areas, where few or no other services of any kind are available, thus using our resources as effectively as possible. Through our outreach, we are able to bring entire communities out not only for soccer, but for public service as well. These are the core building blocks that set GOALS apart, and they keep getting stronger.

The incredible contributions from donors, volunteers, staff members, partners, and the Board of Directors have led to remarkable successes in two years. Your support, and the demand for GOALS throughout Haiti, show that we are on to something special. Thank you for your part in making this possible. As we look ahead, we will continue to work hard to improve our work, increase access to our programs, and spark long-term change in Haiti’s communities by starting from the ground up.

Kona Shen
Founder & Director
Employees participate in training workshops and planning sessions throughout the year.

**A Year in Numbers**

- **300** participants in Year 1
- **600** participants in Year 2

**THERE ARE 25 CHILDREN ON EACH OFFICIAL TEAM**

- **18** of **19** employees are Haitian.
- Employees participated in **15** training workshops and planning sessions throughout the year.

**Children in GOALS**

- **... played a combined total of 107,520 hours of soccer in daily practice, not including tournaments, matches and clinics.**
- **... volunteered in their communities for a combined total of 26,889 hours.**
- **... spent an added 26,886 hours in the GOALS’ educational seminars in addition to school.**

**Direct Impact: Children**

**Indirect Impact: Households**

In our second annual summer camp in rural Leogane, campers collected more than **4,050 gallons of trash from public beaches over 2 months**.

**Average number of participants per site per day in 2012**

- **600** children were impacted by GOALS programs per month in the last year.
**Timeline: Year 2 at GOALS**

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**2011** | **2012**

Waves 4 Water and GOALS partner to distribute Nike Game Changer Kits for clean water. We run our first ever “Rise Up!” **Girl Power Workshop**. Our impact rises to 500 children in Haiti.

GOALS hosts a local **Global Hand Washing Soccer Tournament** for our second consecutive year.

GOALS organizes outreach activities in rural mountainous communities thanks to donated balls from One World Futbol.

The Carrefour Croix site officially adds its **first girls’ team**; GOALS’ first-ever All-Stars team travels to Port-au-Prince for an exhibition match.

The Carrefour Croix boys’ team renews its sponsorship. Students and faculty from Bryant University conduct training for youth and staff to become health educators.

GOALS is short-listed for the **Beyond Sport Awards** in the “Best New Project” category.

GOALS’ second annual summer camp registers 120 children. Special workshops teach first aid, photography, and leadership skills.

Our Dream Team more than doubles, granting 23 scholarships. Bossan, Chatulet, and Destra become official teams. Our first-ever fundraiser, “**Zumba for GOALS!”** raises over $3,500.

Teams conduct **community service** projects in each program site, from building “Kids’ Plazas” to taking on road rehabilitation.

GOALS hosts two groups of volunteers to run series of health and soccer workshops. GOALS organizes its first **Girls’ Carnival Tournament**.

GOALS’ Second Annual **Vin Jwe!** Youth Soccer Tournament is hosted in Cité Soleil for 12 teams who came from throughout Haiti. The tournament is sponsored by BoulderShares, and supported by Crocs, One World Futbol, and Foundation L’Athlétique d’Haïti.
Soccer, Service, & Education: How this Works

Kids in Haiti will do anything for soccer. Through GOALS, they get all the equipment, food, water, and team support needed to practice and play competitively. Staff salaries and team stipends are based on site performance and participation rates. In return, teams have weekly requirements to retain membership:

- **8 hours of soccer** practice and/or competition
- **2 hours of community service**, such as picking up litter, tending vegetable gardens, and organizing community activities
- **2 hours of education**, including classes (ex: beginning English) and practical life skills (ex: health educator training)

Lastly, and most importantly, **sites must have equal participation of girls and boys**. This means that if 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**.

**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.

All of our programs are free and are based on our model of soccer, service, and education. Activities include:
- Local soccer teams
- After-school programs for young children
- Summer camp
- Special skills workshops
  - First aid, photography, leadership, health education
- Community events
  - Hygiene promotion, mobile clinics, youth tournaments
- Dream Team Scholarship Program
- Staff leadership training

In all programs, we emphasize 3 CORE VALUES:

- **Community-driven development**
  - Local hiring, public meetings, leadership training
- **Gender equality**
  - 50/50 participation of girls and boys
- **Transparency**
  - To participants, community members, donors, supporters, and the general public
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 Team grew to 23 students, more than double the previous year, who dream of being doctors, lawyers, engineers, and more. 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.

As students reach senior year in 2013, GOALS will partner with specialized organizations to help students transition to future work and study opportunities.

A big thank you to Jovan Julien for his Dream Team fundraising campaign in 2011! If you are interested in sponsoring a student, please visit www.goalshaiti.org to make a donation.

HIGHLIGHTS

- 23 students, up from 10 last year
- 12 students are male, 11 female
- Criteria are grades, leadership skills & community service
- Cost is $350, and includes all school-related expenses
- Young leaders complete high school, prepare for the future, & contribute to their communities
Meet the Dream Team

The average Dream Team student lives with 6 family members in a small 2-room home without running water, electricity, or sanitation facilities. Their parents earn $1-2 USD per day on average. Students are passionate about soccer, their education, and finding work when they complete school.

CASSANDRA CIRUS
Sophomore

“The difference that GOALS has made in my life is that before I was shy and now, thankfully, I am not shy.”

JEAN LESLY
Junior

“What I like most about school is how we are taught to respect all kinds of people.”

FRISLANDE RAYMOND
Freshman

“These activities help us develop and also give us good health.”

ARIUS WILKY
Sophomore

“GOALS is like a club that shows you how to do things that can be good for you in your life...Within the teams, everyone lives like brothers.”
Vin Jwe! 2nd Annual Youth Soccer Tournament

On April 14-15, GOALS welcomed over 250 players aged 13-18 from around Haiti for our Second Annual Youth Soccer Tournament. The theme of the event was *pwoteje tèt ou — protect your health!*

The tournament was sponsored by BoulderShares®, which provides care to women and children in the Caribbean, and provided a health card for adolescents to enable players to track information about their health.

One World Futbol, Crocs, and The Voilà Foundation provided in-kind support.

Fondation L’Athlétique d’Haïti hosted the tournament in Cité Soleil. Global DIRT provided first aid services.

Two national teams from the Haitian Association of Amputee Football played an inspiring exhibition match.

Foutbol Pou Lavi: Soccer for Life

Foutbol Pou Lavi is an initiative organized by Mercy Corps and Partners in Health to teach youth about HIV/AIDS and how to prevent disease through soccer-based exercises. Léogane coordinator Emilio Jean Paul and Destra program manager Nadège Exilhomme have completed two sessions with current GOALS players, working with a total of 80 children.

A big congratulations to Emilio, who had more youth pass the end-of-program examinations to earn a certificate than any other participating educator in the region!
DESTRA
GOALS’ longest-running site is located in a rural fishing village, without electricity, running water, school or clinics. 100 children participate in programs daily.

“I think GOALS has done something extraordinary in our community. There are a lot of children who can now go to school and we have found a better way to live.”
– Minouche Charles, girls’ team

“GOALS is important for children in my community because it prevents them from taking risks: it prevents violence and prevents that which is bad for society”
– Nadège Exilhomme, Site Manager

CARREFOUR CROIX
This site became GOALS’ second site, marking the start of our expansion. Carrefour Croix has more girls than any other site, and has 60-75 children participate on a regular basis.

Because we evaluate – and pay - sites based on both their teams, the boys are highly motivated to encourage girls in the neighborhood to come play, and to stick with it.

“With your help, we have brought the children together like a family. Together they learn how to protect one another in the same way they learn to protect the environment.”
– Kimberly François, Site Coordinator
BOSSAN

This site is situated in a rural agricultural area, which becomes less accessible during the rainy season. Bossan has participated in two consecutive training sessions for “Foutbol pou Lavi” and 50 children participate daily.

“GOALS helps all the children in my community develop their talents, learn how to protect their health, how to live in their families, how to keep this area clean. People in my community always know that with GOALS there is hope for the children.”

– Angervil Mikerson, Site Coordinator

DARBONNE

Activities in Darbonne are based in a tent city formed in the aftermath of the 2010 earthquake. Approximately 35 -45 children participate per day. GOALS enjoyed working with this vibrant community over the past year; however, because of lower participation rates and a surplus of non-profit services in the area, this site is being closed. Committed players will be provided with support to join the closest nearby team, in Chatuley. Thanks for a great year!

“The soccer activities help us develop and also gives us good health.”

– Elcie Felix, girls’ team
CHATULEY

This site is located in the heart of Léogane and serves children who were deeply affected by the 2010 earthquake. Chatuley hosted the Girls’ Carnival Tournament in February and often serves as a hub for our inter-team activities. Approximately 50 children participate each day.

“GOALS helps the children mentally and physically, and it develops them. It teaches how to live peacefully with one another”
– Ricardo Jean, Coach at Chatuley

COMMUNITY OUTREACH IN RURAL AREAS

A special part of GOALS’ work is to give children in impoverished rural areas opportunities to play, learn, and serve their communities. GOALS periodically visits areas in remote, mountainous areas to introduce the principles of soccer, service and education. At all times, we believe in community-driven development, a sustainable approach in which local residents contribute to projects from start to finish. Though we can’t be there every day, we can help youth begin to think of themselves as leaders, and we can leave materials necessary to continue. One World Futbol’s indestructible blue soccer balls are the perfect solution, allowing children to keep playing in between our visits without worrying about them going flat.
Thank You for Your Support!

Shayna Teutsch conducted our first “Rise Up!” Girl Power Workshop in Darbonne

BOARD OF DIRECTORS

Paul Sorensen  |  Kenneth Sommers  |  Kona Shen  |  Fritz Pierre-Louis  |  Sam Sezak

You can read profiles of Board Members and coverage of their work with GOALS at our website, www.goalshaiti.org
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Perrin Romine
Rachel Katz*
Rachel Overstreet
Rene Siracusa
Riaz Gillani
Sarah Fletcher
Seelye Arms
Shayna Teutsch*
Takoma Park Neighborhood Youth Soccer
The Jason Flom Fund
The Voila Foundation
Tom Clark

VOLUNTEERS
Alex Carroll
Emily Carroll
Heather Turney
Jessica Bates & Joe Smyser
Jolinda Hackett
Jovan Julien
Katy Welter & Sara Shanley
Lance Anderson
Shayna Teutsch
Toby Simon with Christlie Calixte, Islindy Merius, Nastazia Coirin, Sandra Enos, & Wankelly Medina

A SPECIAL THANKS TO:
Emily Van Tassel, James Marcelin, Tom de Blasis, Patricia Caesar & Le JIT Productions

*multiple donations in 1 year

these donations were made between June 1, 2011 and May 31, 2012.
Supporter Spotlight

Kona visited ODA and spoke to middle- and high-school students. ODA's middle-school students raised $645 on their own in the past year.

$25,418 of in kind donations, including soccer equipment collected by:
- Brown Soccer School
- Megan Crenshaw
- Heather White
- Joe Bartlinski
- Phil Pincince
- Kevin Meinecke
- The Northwest School
- Marty Coffman
- Northwest Nationals Soccer Club

$11,385 saved in hotel costs thanks to friends and family providing room and board during trips
- Marisa Chock
- John & Jan Burrell
- Megan Litrownik
- Kali Schellenberg
- Shanna Snyder
- Jen Bernstein
- Helen Mou & Noah Fisher
- Sam Holder & Lauren Brown

Jared graduated this May after working full-time and paying his way through college for 14 straight semesters. Thanks to Jared, GOALS enjoyed a surge in publicity in Connecticut, from radio to newspapers. What’s more, Jared puts a portion of his income aside for GOALS to make regular donations.

HOPE SOLO

The starting goalkeeper for the U.S. National Team donated $199,075 of brand new Team U.S.A. apparel for our kids in Haiti!

JARED BOWNS

The starting goalkeeper for the U.S. National Team donated $199,075 of brand new Team U.S.A. apparel for our kids in Haiti!
Fundraising Campaigns

Dream Team Scholarship Campaign: $10,050
Organized by Jovan Julien

Alanna Tisdale
Alexander Korzec
Alexandra Watson
Alia Lahou
Alicia Maule
Amanda Machado
Anabel Snyder
Ashley Lorden
Bill Harper
Bricia Trejo
Carleigh Ghent
Charles Crandon
Chijioge Nwogu
Chris Sinatra
Christyl Wilson
Dayna-Joy Chin
Delia Denson
Ed Shen
Evan Hammer
Fariha Ali
Frank Glien
Gabriel Doss
Hyun Lee
Ian Allen
Isissa Komada-John
Jayme DeDonna
Jessica Huang
Joel Julien
Jovana Florus
Katherine Mella
Katherine Yang
Khara Gresham
Leonardo Moauro
Liza Caldwell
Matt Westmoreland
Michele Baer and The Global Fund for Women
Nabanita Pal
Naika Apeakorang
Nikkisha Smith
Olugbenga Olabintan
Owen Hill
Peter Drinan
Rohini Muralidharan
Rushar Chin
Scot Seitz
Sevita Qarshi
Shahneel Kanji
Shaina Gilbert
Sima Patel
Stephanie Julien
Victoria Leung
Zachary Fenno

Zumba Fundraiser: $3,716
Organized by Diane Atkinson, Natasha Yeoman, and Shannon Fitzgerald at Community Fitness in Seattle, WA

Alex and Jeannie Strazzanti
Ann Marie Miller
Bill Dietze
Chuck and Lisa Cowan
Dana Standish
Debbie Sporcich
Deborah Magallanes
Jackie Kotkins
Jeanne Muir
Jen Haberman
Jessika Rodriguez
Joan Horike-Habu
Juliet Shen and David Arms
Laura Esplain
Lea Skolnik
Linda Hedlund
Lydia Gaytan
Mark Delbecarro
Ben Wiselogle
Mary Cingcade
Mary P. Pavia
Maureen and Joe Brotherton
Medora Cesarano
Mia Munroe
Michael Mullen
Nadine Fabbi
Nelson Eulfauzino
Riley and Nancy Please
Family Foundation
Sol Alberione
Stephanie Heringer
Stephanie Popham
Tina Pulliam
Vibha Srinivasa
Gary and Kristi Roundtree
Microsoft Matching Gifts Program

“It is has been great to follow the progress of GOALS over the past year and the organisation is quickly developing into a leader in Development through Football in Haiti.”

— George Springborg, streetfootballworld.org
Partner Organizations

The U.S. Soccer Foundation’s Passback Program

Thanks to Passback’s donated soccer equipment, we were able to increase the number of children able to participate in our programs.

One World Futbol: An Indestructible Ball for Tough Conditions in Rural Haiti

One World Futbol’s unique, “indestructible” soccer ball designed for rough environments have allowed GOALS to conduct outreach activities in remote, mountainous areas of Haiti. Unlike most materials, these balls stand up to endless playing over rocky surfaces. As a result of One World Futbol’s donations, GOALS has been able to reach more children than ever before.

Waves 4 Water and Nike Game Changer Water Filtration Kits

Through Waves 4 Water and Nike, GOALS distributed over 300 water filtration kits to families and communities in rural Haiti to provide clean drinking water.

SustainaBall  |  Fondation Pour la Biodiversité Marine  |  BoulderShares
The Sanneh Foundation  |  The Voila Foundation
Without donations, program expenses would have accounted for 80% of all costs. The statement is unaudited.
Looking Ahead

This upcoming year, GOALS is excited to be focusing on the following 3 themes to strengthen our work in Haiti:

**OUR IMPACT**
GOALS will launch its new, in-depth implementation plan to monitor and evaluate the direct and indirect impact of all programs.

**QUALITY OF PROGRAMS**
GOALS will focus on the quality of programs offered, participants’ experience, and how we can improve.

**INTERNAL CAPACITY**
GOALS will create new ways to process information, communicate with donors, and implement changes. We will continue to grow the Board of Directors and raise funding and awareness.

Are you interested in getting involved? We need your help! Here are some ways to join Team GOALS:

1. **Make a tax-deductible donation.** 100% of donations go straight to programs in Haiti.
2. **Organize an equipment drive.** Collect lightly used and new soccer equipment for our players in Haiti.
3. **Spread the word.** Please visit our website for more information, links to photos and updates on our Facebook page, and much more!

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

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