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
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.”

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

“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
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.

**PROGRAMS**

**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.

**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%.

**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.
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
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THANK YOU FOR BEING A PART OF TEAM GOALS!

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### 2016 FINANCIALS

#### Income
- Individual Donations: $191,078
- Grants: $32,300
- In Kind (Sport Equipment): $42,472

**Total Income**: $265,850

#### Expenses
- Program*: $239,109
- Admin: $18,815
- Fundraising: $16,554

**Total Expenses**: $274,478

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

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

### IN KIND EQUIPMENT DONORS

- Michael Goldstein
- Ari Gonzalez
- Jessica Griffin
- Elizabeth Hesler
- Emily Hesler
- Alyssa Hough
- Jack and Lynn Hughes
- Christine Humphrey
- Carter Jackson
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- Jamie Rubens
- Michelle Sini
- Amy Towery
- Sandra Venus
- Ryan Walbrecher
- Mark Wiggins
- Mary Wygle
- Rachel Fox & Suzanne Smiley

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

**Total Equity**: $96,046

**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
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.

Timeline

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
(Added September 2016)
Kathy McAllister, Impact Director
(Added December 2016)
Jean Kendy Estimphil, Regional Coordinator
Emilio Jean Paul, Regional Coordinator

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