



# Global Outreach & Love of Soccer

## Annual Report 2013-2014







# About Global Outreach AND LOVE OF SOCCER



**GOALS** uses soccer to engage youth in education, health and development programs to improve quality of life today and develop new leaders for tomorrow.

Thanks to commitments from our Board of Directors,

**100%** of individual donations

go straight to our programs. All donations are tax deductible.

GOALS is a registered 501c3 non-profit organization in the United States, ID#27-3869911

Website: [goalshaiti.org](http://goalshaiti.org)  
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Email: [contact@goalshaiti.org](mailto:contact@goalshaiti.org)

1201 Tree Bay Lane,  
Sarasota, FL 34242  
#10 Rue D'Enfer,  
Leogane, Ouest, Haiti





# Hello from Haiti!

GOALS has always believed in the power of football to change lives, and this year, our dedicated young athletes proved that even the biggest dreams can come true. Our first scholarship students graduated high school. **Nine of our players joined Haiti's national youth team.** Twenty-three boys and girls are learning to read and write for the first time in our inaugural literacy program.

We've always believed that with a little help, youth and their communities will transform themselves. This year, we saw the incredible effects of this approach. For example, we nearly eliminated teen pregnancies amongst our participants - an extraordinary achievement. It's remarkable proof that with **confidence developed on the soccer field** and increased access to health services, young people will make lasting positive changes.

**This is what GOALS is all about: providing soccer and education opportunities which inspire youth to create a better future for themselves.**

And the future is indeed brighter this year for our participants. Kids are learning to read and write, our mixed-gender teams are winning tournaments, proving that boys and girls can both do anything, and our coaches are going back to school to become **even better role models** for their teams and families.

But life in Haiti is never easy. Political instability, crime, disease, flooding and hurricanes are never far away. This year, a new mosquito-borne virus called chikungunya struck every single one of our staff and nearly all of our players. At GOALS, we know that complex problems can have simple community-based solutions. So, we rose to the challenge by creating new health partnerships and **mobilizing our network of soccer coaches to transmit critical health messages** about this previously unknown illness within their communities

As GOALS looks forward to year five, we see that the accomplishments of this past year lay the foundation for even more amazing results to come. I came to Haiti to volunteer in the wake of a disaster, but the positive changes I see every single day reaffirm my belief that **the better future we all dream of is imminent.** It is both the hope and optimism of the Haitian youth, along with the progress I've seen during my three years with GOALS which **inspires me daily.**

Our long-term commitment to investing in communities is paying dividends already. **And I can't wait to see what's next.**

  
Jolinda Hackett, Executive Director



letter from the  
**EXECUTIVE  
DIRECTOR**

96% percent of scholarship students passed their national exams



216

Number of people who receive free medical care through our clinic partner

755 patients seen at mobile clinics and youth health clinics



GOALS alumni players hired to coach teams

5882

estimated number of kilograms of rice kids ate at GOALS this year

38%



of staff are female



community gardens planted

1272

children and adults received vital deworming medication



3 out of 4 new staff this year are women!

10

Number of girls who got pregnant in GOALS' first year in Bossan

1

Number of girls who got pregnant last year in Bossan



43% of under weight children move towards a healthy weight after 6 months at GOALS

9

girls selected to join the Haitian national youth team

100%



of staff members fell ill with chikungunya virus

### Note from Kona:

When I started GOALS in 2010, it was always my dream for the programs to be permanent and sustainable. Stepping down as Executive Director to create space for new leadership is part of that plan. I continue to serve GOALS as a member of the Board of Directors and am grateful for your continued support.

Sincerely, Kona Shen

# A YEAR IN NUMBERS



# 2013

## June

Mobile outreach clinics treat 157 patients, including many infants and elderly, in the village of Destra.

## July

6 days of rural outreach impact 260 children and adults in rural Ansavo and LaGonave, Haiti.

## Aug.

GOALS presents our award-winning community programs to address environmental issues to policy makers and practitioners at Beyond Sport and the Football for Hope adidas exchange program in Philadelphia.

## Sept.

Local volunteers establish a new compost project, turning organic waste into fertilizer for our community gardens.

## Oct.

GOALS joins in UNICEF's Global Handwashing Day for the 4th year in a row, marking the day with handwashing relay races and a friendly soccer match.

## Nov.

Coaches and youth volunteers begin an orphanage outreach project to share soccer and handwashing games at local orphanages.

## Dec.

Destra teams volunteer to repair their village's access road; nearly 100 youth joined in, filling up holes and spreading gravel with shovels and wheelbarrows.



# 2014

## Jan.

After 2 years with GOALS, Jolinda officially steps up as Executive Director.

## Feb.

GOALS launches our first ever literacy project!

## March

Waves4Water teams up with GOALS to bring clean water to 600 people.

## May

A new mosquito-borne virus, called chikungunya hits the town of Leogane hard. GOALS partners with Doctors without Borders to bring critical health messages to rural areas.



# Year 4 at GOALS

# Who We Are

## We Are Students

Meet OLSEN

Meet



Olsen comes from Darbonne, an area inundated with tent communities after the earthquake. Though he doesn't like spending time at home, Olsen, a goalie, has flourished at GOALS, earning him a school scholarship through our Dream Team program. Last year, Olsen had the second highest grades in his class, and in 2014, he became the first member of his family to graduate high school – a huge accomplishment!

## We Are Coaches

Meet JERSON

Meet



As a coach, I work with children to develop their hidden talents. I enjoy working with GOALS because it's about more than just soccer. We go to trainings to develop our capacity as staff and to help the people that live in our communities. I'm particularly proud of our work this year, because we've had several children join the national youth team.

## We Are Educators

Meet BERLYNE

Meet



I'm the literacy program teacher at GOALS. It's my responsibility to teach children to read and write. GOALS' sports, environmental and educational program gives the children of my country a chance to forget about their troubles and have a better future. For kids who don't go to school, GOALS provides books and materials to give them a good education and food to eat. I enjoy working with GOALS because it's always FUN!

# Who We Are

## We Are Change-Makers

Meet SARAH



SARAH, from France, joined GOALS as an intern in 2013, and was hired as our Program Manager in 2014. She has been doing an incredible job managing our literacy program!

What I like the most about GOALS is using soccer as a tool for education. Progress and development go hand in hand with education - and GOALS players know it.

This year, I organized mobile medical clinics and soccer tournaments and attended environmental and health trainings along with our coaches. I am particularly proud of the accomplishments of our literacy class students. They started with nothing and now they can read and write just like their peers.

I love seeing the kids learning and sharing with the rest of their community, having fun playing soccer and becoming better for it. The work is challenging sometimes, but it's great to be part of so many accomplishments!

## We Are Youth Leaders

Meet MERLINE

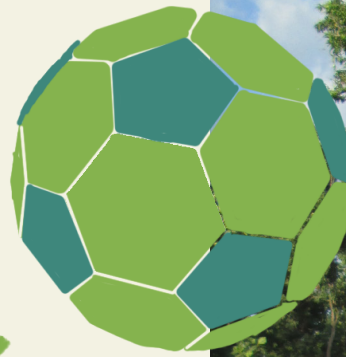


As captain of her team, Merline is always the first one at soccer field, and often rides her bike to her teammates' homes, reminding them not to be late! Merline writes, "On behalf of my team, it is a pleasure to thank everyone that supports GOALS with funds, materials or assistance. Without you, we wouldn't have balls, clothes or cleats to play soccer. Also, some of us can go to school thanks to the Dream Team program, which is very important because whatever you want do in your life, you need to go to school. Thank you again!"



# 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. In return, communities support the GOALS programs by providing a safe place for the kids to play and learn and parents volunteer by helping prepare and serve meals.



Here's what happens every single week at GOALS:

- 3 days of soccer per week and 2 competitive matches per month
- Each team helps to keep the public soccer field and program spaces clean and free of litter
- Teams perform community service projects such as tending to the GOALS community gardens or collecting plastic bottles to be recycled
- Everyone attends a weekly language, literacy or health education class



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, learn how to live healthier lives and help their communities address significant, long-term development, they're having **FUN!!!**



# Daily Programs with Long-term Goals

## How does GOALS use soccer to create change?

First, mobilizing communities around soccer allows access to rural and isolated communities where no other services - including schools and other aid groups- exist.

As the universal game, soccer establishes trust and camaraderie amongst young and old alike, making serious development work both possible and fun!

Second, health, education, and leadership activities take place both on and off the soccer field. A handwashing lesson led by coaches in the classroom is reinforced by a soapy and fun soccer relay race on the field, for example.

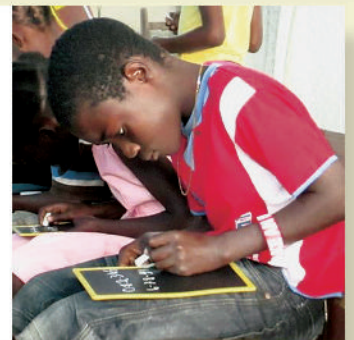
Here's how GOALS programs come together to transform communities:



- Mobile medical clinics
- Soccer games
- Nutrition program
- Access to health care
- Health and hygiene education
- Deworming clinics



- English lessons
- Literacy classes
- Dream Team school scholarship
- Life skills: communication, critical thinking, non-violent problem solving
- Hands-on environmental education



- Team captain roles and responsibilities
- Youth-led community development projects
- Staff education support
- Coach training and development
- Public skits addressing youth-identified problems



■ = on the field

● = off the field

■ = on and off the field

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. We are committed to ensuring that students succeed in all areas of their life, and to seeing each one graduate from high school in order to reach their goals of a better future for themselves and their communities.

All Dream Team students give back by volunteering at the GOALS program and through service projects which they plan and implement on their own, demonstrating that hands-on involvement is as important as academic success. This year, students chose to lead health lessons and soccer activities for younger children, distribute hygiene supplies to local orphanages, lead their peers in collecting plastic for recycling and develop their communities with beach clean-up days, maintaining footpaths and painting public spaces.

# DREAM TEAM

## Scholarship Program



If you are interested in  
sponsoring a student,  
please visit  
[goalshaiti.org](http://goalshaiti.org)  
to make a donation

### FACTS

- 28 students earned scholarships this year: 13 boys and 15 girls
- 5 children have lost at least one parent
- 100% of participants will be the first in their family to graduate from high school
- None of the students live in permanent housing: All scholarship students live in post-earthquake tarp, tin, or wooden structures

### CHALLENGES

- Muddy roads prohibit school attendance after a strong rain
- This year, the chikungunya virus led to missed days of school for many students

### SUCCESSES

- 96% of students passed their final exams this year, allowing them to progress to the next grade level
- Extra funding allowed us to purchase durable solar lanterns so students could study after dark, even without electricity



The inability to read and write can have life-long effects. Children born to literate mothers in developing nations have higher survival rates, and not surprisingly, literate adults earn more than those who cannot read and write. Literacy can, according to UNICEF, “build a foundation for equal opportunity, economic growth, employment creation and productivity”.

In other words, literacy reduces the barriers of poverty, leveling the life-long playing field.

By using soccer as a platform for development, GOALS is able to reach children who are left behind - children who live in rural communities where poverty and distance prohibit school enrollment. For the many children who cannot afford school, GOALS’ programming provides a second chance at accessing the basic skills needed to become fully literate adults and reach their full potential.

In 2014, GOALS launched a 3-month pilot literacy project, enrolling 23 boys and girls ages 8-18 in professionally-led literacy classes. The students and parents loved it so much we decided to extend the project for an additional 3 months!

# Leveling the Playing Field GOALS' First Literacy Project



Literacy classes are integrated into ongoing sports and education programs to reduce the risk of social stigmatization for our learners. Most of the children enrolled haven't attended school for several years or more. None have literate parents.



## BIFANA, age 16

Bifana has lived in her rural village her whole life. When GOALS assessed her literacy skills, she remembered how to form letters from her time in kindergarten years ago, but couldn't string the letters together to create words or sentences – not even her own name. Bifana's mother, illiterate herself, was hesitantly optimistic about her participation. Before classes began, she said, "I'd just like her to be able to write her name."

After four months of hard work, Bifana can indeed write her name and knows all her letters. With classes still ongoing, we know her reading and writing will continue to improve, opening doors for her that would otherwise always be shut.

# Leveling the Playing Field GOALS' First Literacy Project

- Classes target non- and low-literate children **ages 8 to 18** who live in extreme poverty, do not have access to formal schooling, and are likely to fall further behind their peers socially and economically without intervention
- **DID YOU KNOW:** that only 50% of children in Haiti attend primary school and only **53% of adults in Haiti are literate?**
- GOALS' emphasis on education stems directly from feedback from children, their parents, and community leaders who all agree that there is nothing more important
- Children can't learn on an empty stomach!  
**Literacy classes are always accompanied by a hot meal**
- Parents and community members volunteer to assist the teacher and help prepare the food on a daily basis
- Books and materials are in students' native language, **Haitian Creole**
- GOALS' literacy program is **FUN** and includes interactive hands-on activities, art, music and soccer games



## PARTNERS

Coaches Across Continents  
The Trilogy Foundation  
The Child Survival Fund  
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Beyond Sport  
streetfootballworld  
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## TEAM SPONSORS

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The Karp Family Foundation

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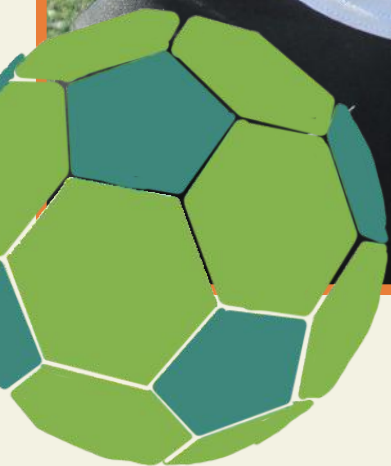


# THANK YOU for your support





# THANK YOU *for your support!*



\*made multiple donations

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David Wolfers





We were honored to accept donations on behalf of three remarkable individuals.  
In memory of...

# Supporter Spotlight

## Santiago Vesperoni



Soccer was a source of joy for Santiago and he loved to share the game with everyone around him. To honor his passion for the game, Santi's classmates and family collected cleats, balls and soccer apparel for the children in Haiti so that soccer can be a source of fulfillment for them as it was for Santi.

## Linkon Charles Bashew



Linkon, a US Navy SEAL lived and loved ferociously, inspiring all who met him with his passion for life. His friends can't help but continue to be inspired by him, and GOALS is honored to help keep his memory alive.

## Chris Zahuta



A star student himself, Chris was passionate about building schools and growing education in Haiti, and his friends have carried on his work by supporting the GOALS Dream Team scholarship fund.

## Equipment Donors

Amanda Sarbey	Kathy Dozier
Avery Doninger	Kathy Green
Christian Zimmerman	Kiarra Womack
Clark Doninger	Kitlyn Seto
Coach Speaker	Kristin Avagliano
Coach Timmons	M. Roloson
Cory Albert	Marissa and Andrea
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Fedus	The Out-of-Door
Jessica Hsu	Academy
Joan Flocks	
Jodi and Jessica Reicin	
Julie Vail	

Thank you to our many generous in-kind donors who collected soccer cleats, balls, uniforms and other gear to keep GOALS players on the field!

# SPECIAL THANKS! — to our — VOLUNTEERS

An extra-special thanks to the professionals who have volunteered their services behind the scenes:

Craig Bida and Alison Mehlsak  
at Cone Communications  
Marie Lotode Chandra at Seven Results  
James Joy at Summit Service  
XLS Sports World



A very special thanks to our in-country volunteers in Haiti! Volunteers from France, Japan, Haiti, California, Florida, Rhode Island, New York, Massachusetts and Virginia lent GOALS a helping hand in Haiti this year:

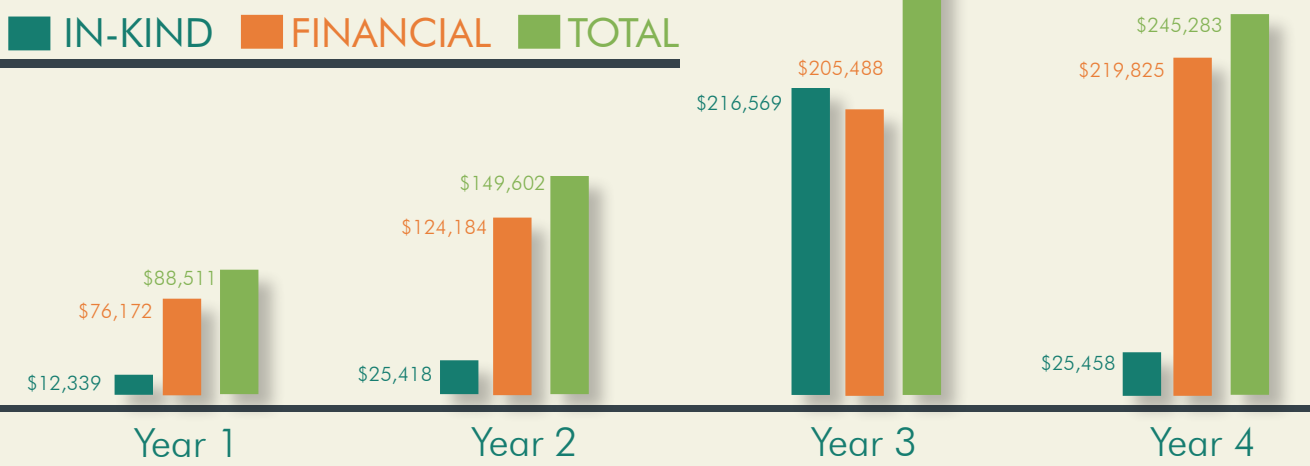
Brendan Flocks	Jameson Dieudonne
Catalina San Giorgio	Jean Patrick "Junior" Joseph
Coach Eamon Kavanagh	Meg Hamby
Emily Van Tassel	Michael Anello
Hiroki Kobayashi	Nora Dooley
Islindy Merius	Sophie Legros
Daniel Finley	Toby Simon
Diana Lake	



# FINANCIAL \$ Review

## GROWTH IN DONATIONS

(in-kind & financial)



## REVENUE

### Contributions & Gifts In-Kind

	May 31, 2014	May 31, 2013	May 31, 2012
Individual Donations	\$151,217	\$150,790	\$108,684
Foundations	\$70,227	\$54,698	\$15,500
Gifts in-kind	\$25,458	\$216,569	\$25,418
Other Income	\$1,727		
<b>TOTAL REVENUE</b>	<b>\$248,629</b>	<b>\$422,057</b>	<b>\$149,602</b>

## EXPENSES

Program Operations	\$169,991	\$324,975	\$95,567
Administrative	\$19,814	\$40,376	\$24,370
Percent Program	90%	89%	80%
<b>TOTAL EXPENSES</b>	<b>\$189,805</b>	<b>\$365,351</b>	<b>\$119,937</b>

Change in Assets	\$58,824	\$57,725	\$9,875
Net Assets at Beginning of Period	\$87,390	\$29,665	\$19,790
Net Assets at End of Period	\$146,214	\$87,390	\$29,665

Local Program Managers  
Jean Kendy Estimphil and Emilio Jean Paul  
hard at work in our new office!



# LOOKING AHEAD

GOALS Motto

Jwe ansanm, rive pi lwen / Play together, achieve more

Looking forward, we're excited about the future, yet we'll always stay true to our foundational core values and principles:

- GOALS believes in community-driven development. Youths, their families and community leaders initiate, lead, and provide feedback for all programs.
- GOALS doesn't do charity: Our programs are an exchange, not a gift. Communities are required to give back to the programs; parents provide volunteer service and participants perform community service to maintain eligibility.
- GOALS maximizes donated dollars to have the greatest impact.
- GOALS is a long-term investment in the future of Haiti: We're committed to hiring from within the communities we serve, providing training and job skills for our local staff.

Are you interested in getting involved?

WE NEED YOUR HELP!

Here are some ways to join Team GOALS:

## 1 Donate online.

100% of your donation goes straight to programs in Haiti. Please visit [goalshaiti.org](http://goalshaiti.org) and click "Donate Now" to make a secure, tax-deductible donation.

## 2 Organize an equipment drive.

Collect lightly used and new soccer equipment for our players in Haiti! Contact us for more information: [contact@goalshaiti.org](mailto:contact@goalshaiti.org)

## 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!

Facebook: [facebook.com/goalshaiti](https://facebook.com/goalshaiti)

Twitter: [@goalshaiti](https://twitter.com/goalshaiti)

YouTube: [youtube.com/goalshaiti](https://youtube.com/goalshaiti)

\$480 Sponsor a player for one year!

\$350 Sponsor a Dream Team student athlete

\$100 Outfit a classroom with supplies

\$55 Plant a local vegetable garden

\$25 One week of healthy team meals

Want to learn more? Please visit

[goalshaiti.org](http://goalshaiti.org) or write us at [contact@goalshaiti.org](mailto:contact@goalshaiti.org)





GOALS

Global Outreach & Love of Soccer  
1201 Tree Bay Lane Sarasota, FL 34242



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