# Annual Report 2019



of the Children of Venezuela

# ABOUT FRIENDS OF THE CHILDREN OF VENEZUELA



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## Mission

We are dedicated to the health, education and life of Venezuelan children. Through our 2 foundations in Venezuela, we identify the most urgent needs and ensure a strict monitoring and control - from delivery to reception to the correct administration- of the supplies and resources provided to treat, feed, and save lives of children under vulnerable conditions

## Vision

A solid, efficient, locally and internationally recognized and supported non-profit playing a major role in the health, life, education, and overall future of the underprivileged, and most vulnerable children in Venezuela.

and guiding behavior

**Integrity & Transparency:** We are accountable to each other, the people we serve, the different communities and entities to whom we transparently and ethically share our results, stories and lessons.

**Commitment:** We want to unlock the best of the human spirit to create impact. We are compassionate and sensitive. Every single day we live and breathe our mission.

**Transformation:** We believe in urgent action, in finding solutions, in finding ways to transform the world our children live in and we, as organization too.

**Excellence:** We challenge ourselves and those around us to do better, above and beyond and embrace learning in this process.

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Dear Friends,

Friends of the Children of Venezuela is committed to serving and providing underprivileged children and families in Venezuela with nutrition and medical care.

2019 was a year of challenges. We faced difficulties that demanded new strategies and greater efforts that ultimately resulted in great achievements for the benefit of our children and important alliances with organizations that promoted and consolidated our work.

It is a great privilege to work with people who continually seek to make a difference in the lives of the most needy children, therefore, it is an honor for me to lead a group of excellent professionals whose main mission is to give hope to those who need us most.

We extend our sincere thanks to our donors, volunteers and collaborators and we thank in a very special way the doctors, nurses, teachers and families who trust in our help and represent a valuable, indispensable pillar in the execution of our plans.



We are convinced that when we join efforts in benefit of the most in need it is possible to progress even in the midst of vicissitudes

Sincerely, Alexandra Stelling



## Major News

# Recognitions

# Friends is recognized for its transparency by GuideStar!

GuideStar verifies that a recipient non-profit is established and that donated funds go where the donor intended for. The "Gold Seal" earned by Friends demonstrates our commitment to transparency and build confidence among the organization and potential supporters.

GuideStar's goal is to provide unbiased information to help donors and key stakeholders make educated decisions about nonprofits and the work they do.

#### Friends achieves a Superstar status and earns 3 recognitions on GlobalGiving

Becoming a Superstar not only means Friends has passed a due diligence process but also reflects its high level of activity regarding reporting and its overall efforts to learn, improve and grow its impact. As a result, Friends has earned 3 badges: Vetted, Effective, and the Top-Ranked badge for its high level of engagement with GlobalGiving and its commitment to effectiveness.

GlobalGiving is a global crowdfunding platform that in addition to its own specific criteria also vets based on transparency, accountability, financials, and compliance with local regulations and international philanthropic guidelines.







## Friends becomes an International Aid's partner!

After complying with International Aid's evaluation process, we became one of its 92 global partners that access its medical and health resources, from over-the-counter & prescription medicines, nutritional supplements & personal care, to labin-a-suitcase, to reconditioned medical supplies and equipment. These kinds of items can't be found in Venezuela or are simply unpayable.

Thanks to International Aid, Friends has been able to send to Venezuela pain & fever relief for infants, blood pressure gauges for newborns and children, nutritional supplements, among other items that did cost a very reduced fraction compared to any merchant and as a result, we were able to both maximize every single dollar from our donors and help many more children and families. Anthony R. Abraham Foundation entrusts a grant to Friends!



Early in 2019, Anthony R. Abraham Foundation entrusted us \$50,000 to cover projects on Medicines, Multivitamins, Laboratory Exams, Surgical & Medical Supplies, Medical & Hospital Equipment, and Alimentando Futuros.

Abraham's mission to love, honor, respect and empower the lives of the suffering, hopeless and forgotten helped us to ensure hundreds of school-age children continue attending school thanks to our Alimentando Futuros' meal program and hundreds more newborns and children at the Pediatric Hospital Jorge Lizarraga receive proper medical attention.



#### Univision supported Friends' major drive!

Univision Miami, through its top executives and TV & Radio personality Alberto Sardiñas, joined Friends to support a major drive held at and in conjunction with Our Lady of Guadalupe Catholic Church in Doral. The media call included TV interviews at Univision's morning lifestyle program "El News Café", announcements and on-site live appeals through Amor 107.5 FM radio station, social media, and certainly the presence of Alberto Sardiñas and other media personalities that supported our children in Venezuela with their time, donations, and work. On May 18<sup>th</sup>, dozens of volunteers and hundreds of people that came to drop off their donations along the day filled up a large truck with 10 big pallets containing thousands of items such as baby diapers & wipes, nutritional supplements, baby formulas, medicines & vitamins, baby food, among others.





International Rescue Committee (IRC) trusts Friends and "Amigos"

"Amigos del Hospital de Niños de Valencia", Friends' oldest local foundation in Valencia-Venezuela whose mission is to ensure proper medical treatment, care and love for the most vulnerable children at the pediatric hospital Jorge Lizarraga in Valencia, participated of IRC's sexual and reproductive health program.

A total of \$128,392 in funds during the year were assigned by IRC to this program. "Amigos" played a role helping execute IRC's program in mention. IRC is a global humanitarian aid, relief, and development nongovernmental organization.

Therapeeds helps TheraPeeds Friends' change the life of our children



Therapeeds Family Center is focused today on helping every client grow and progress through highly developed, researched and innovative methods. But 20 years ago, Therapeeds was born with the mission to change the lives of children and their families. With a \$5,000 donation to Friends for medical supplies and medicines, from generic to specific ones, Therapeeds is certainly changing and saving lives in Venezuela.

#### Victus' patient care is at the core of its work and at the heart of our mission



NUTRITION & MEDICAL

Victus is a global leader in nutrition & medical products for a healthier life and played a critical role for Friends in 2019. Victus' major donation of clinical nutrition products both nourished and ensured an optimal growth and development of our children. Its donation of infusion and critical care products also had a profound impact on the way doctors have effectively managed and enhanced patient care at the pediatric hospital.





#### New Pharma Inc gave Friends a major boost!



New Pharma has been manufacturing pharmaceutical products for over 40 years and first supported Friends during our major drive with Univision. New Pharma continued supporting Friends with a large donation of a vitamin (complex) B and dietary supplements that help maintain and support a healthy digestion thanks to its concentration of enzymes and lactobacilus.

#### Healing Venezuela from the UK and through Friends



Healing Venezuela Foundation in the UK collaborates with other organizations to create a alobal community that supports Venezuela. In collaboration with "Ven da tu Mano" from Spain, also dedicated to improving the lives and health of underprivileged Venezuelans, Healing Venezuela donated several supplies and medical articles for our children at the Jorge Lizarraga pediatric Hospital. This is a great example of how like-minded organizations can work together to do more for those still struggling in Venezuela and counting on us.

## Zaman International and it's hope for humanity A Zaman

Zaman International is committed to addressing the basic needs and empowerment of marginalized women and children locally and internationally. This time, Zaman supported Alimentando Futuros' daily meal program by donating a pallet containing cans of vegetables, beans, among others. "We are honored to be of some assistance on your mission to serve the underprivileged community of Venezuela", expressed Zaman.



Avelina, a premium brand recognized by its nutritional offer, supported Alimentando Futuros' meal program since May 2019 with a monthly donation of its delicious oatmeal that was immediately accepted and loved by hundreds of children at our schools. In addition to its delicious taste and nutritional value, the easy preparation of the Avelina oatmeal even contri-buted with practicality and versatility, making it an ideal food for our meal program.



Alimentando Futuros' efforts to keep children at school by providing nutritional daily meals had a major push thanks to 132 cases (4,752 bags of 390grs) of fortified rice containing soy protein, vitamins, minerals and dried vegetables. Meals from the Heartland not only empowers people to save the starving but also believes in meal programs like Alimentando Futuros that ensures children get both nutrition and an education.

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#### **Super Máh! Foundation**

give love

Thousands of powder-based, premium formulas for different stages played a major role in 2019 not only for the 4 schools and 1,810 students and teachers under Alimentando Futuros' meal program but also those families' newborns and children assisted through our sister, local organization "Amigos" at the pediatric hospital Jorge Lizarraga in Valencia. Mah's trust in our work allowed us to even reach and support small local charity organizations and groups also fighting malnutrition in Venezuela. Literally, thousands of children and specially those diagnosed with some level of malnutrition had the opportunity to recover and improve their growth and development.

#### chamos

#### **Chamos Foundation**

Chamos is a volunteer-driven, UK-based charity organization with strong ties to Venezuela, focusing on children and working with local NGO's through education and healthcare programs. In 2019, Chamos contributed with +\$22,000 in funds for our Alimentando Futuros' daily meal program. Chamos has also trusted our program "Amigos" at the pediatric hospital by channeling a large donation of multivitamins for infants. This great partnership is just a first effort to a long journey to the development and social transformation of Venezuelan children.

#### **Nobis Foundation**

When it comes to providing with opportunities to improve the life and fulfill the dreams of low-income children and youth, Nobis Foundation stood for our children in Venezuela and trusted Alimentando Futuros' daily meal program with \$5,000 in funds. In Venezuela, children are back and stay at school thanks to a daily meal and Nobis Foundation has given hundreds of children the opportunity of an educa-

tion and a better future.

# Accomplishments & Milestones

## Commitment to efficiency and effectiveness

When any organization grows in the way Friends has grown in 2019, clearly there is openness, adaptation, change, learning, and the pursuit of results that would only benefit our children in Venezuela. There is still so much to do and accomplish, but the path to efficiency and effectiveness is set.



**Management:** It's been reported the trend for non-profits to be managed as for-profit corporations and more professionals from the for-profit land move to the philanthropic one. 2018 saw the highest crossover than any other year over the past thirty years. Friends is no exception and this had an impact on the way we work, including investing in technology, resorting to automation tools & platforms, regular board meetings, more reporting & communications, definition of KSF and indicators, implementation of procedures, higher standards of professionalism and financial responsabilities, and embracing new skills such as coaching, ownership, among many others.



**Inventory Management:** Early in 2019, Friends implemented SORTLY, a real-time inventory management system that works as a phone App or computer-based program. Sortly shows descriptions, images, and inventory levels by categories and by items in our different storage locations, whether is Miami, Caracas, or Valencia, and also those items on transit. As the different items are passed to doctors and patients, Sortly reflects those movements and adjusts inventory accordingly. Data and information, in real-time, then became crucial to make decisions, plan and adapt to ensure the proper flow and levels of inventory, at all times.



**Operations & Logistics:** The number, frequency, and volume of our shipments to Valencia and Caracas were handled by more efficient and strict procedures, controls, and implementations: Friends in Miami added 1 more shipping partner to ensure merchandise arrives as planned; our Miami office and storage location resorted to an external, safe, free-of-charge warehouse for large pallets of donations; "Amigos", our sister foundation in Valencia with formal and permanent presence in the Jorge Lizarraga Pediatric Hospital added 1 additional, permanent storage location; Alimentando Futuros, our sister organization in Caracas responsible for our daily meal program, also counts on a "floating" storage capability if needed.



**Marketing & Communications:** This goes beyond a nice website. Grant makers, program recipients, industry partners, corporations, government funding agencies, crowdfunding platforms, media, NGO's, individual private donors, volunteers and public community, they all have expectations and standards in terms of how to communicate, report and send messages across. Friends started in 2019 a long and ongoing process of building trust, legitimacy, and transparency and establishing strong relations with any party in the industry, specially donor groups and public community. In just 1 year, Friends raised its standards and now much closer to the industry levels, has gotten a recognition and endorsement that will take the organization to new, higher levels.



The Jorge Lizarraga Pediatric Hospital had major accomplishments in different areas, specially critical ones such as nutrition, surgical & medical, and even hospital equipment, and all this thanks to the active, direct presence and work of Friends of the Children of Venezuela and its local organization "Amigos del Hospital de Niños de Valencia".

The long-time permanent presence of "Amigos" inside the pediatric hospital is key to determine and validate the most critical needs and also to ensure the proper management, allocation and delivery of supplies to the patients and hospital staff.

Hospital staff, doctors and caregivers work hand-in-hand with our team, resulting in mutual collaboration and a strong relationship based on trust and a common goal: our children. Whether is proper medical attention, more assistance to the families, and certainly saving lives, **the pediatric hospital was able to benefit (at least once) 11,948 vulnerable children from the Carabobo state and even from surrounding states in the central western region of Venezuela.** This is a major increase compared to the aprox. 6,500 children in 2018 but also means we were able **to provide more (items) and better attention to each single patient.** 



In nutrition, along with the nutritionist who determines the level of nutrition needed, +17,000 units of different nutritional supplements such as pediasure, enterex, protical among others were given to our children. This allowed us to pay special attention to hematologyoncology cases and those children having difficulties to gain weight and growth.

In terms of milk-based formulas, +2,000 units were allocated according to age, stage, and specific needs and conditions of the children. From general formulas, to fortified and hypoallergenic ones, to whole milk, we ensured the different types of needs were covered. In addition to all the formulas shipped from Miami, a major donation of aprox. 18,000 units of Mah! formula allowed us to implement different programs such as: 3 daily glasses of milk with cereal, for 8 months, for each hospitalized child who could eat solid and liquid foods; 6 cans of formula per month per child coming from external consultation, with the corresponding monthly follow up and verification on the weight evolution; and finally, for the pediatric staff we gave an allowance to support their children and/or grandchildren's diet.

Regarding surgical & medical, +40,000 units from 170 different categories of items, were delivered to cover general conditions and specific pathologies. Some of these items we can highlight are: feeding and suction probes, examination and sterile gloves, syringes, endotracheal tubes, tracheotomy devices, obturators, gauzes, surgeon's gowns, surgical dressings, tubes for different types of laboratory tests, underpads, among others.

Finally, hospital equipment which is always challenging to supply as it demands the necessary funds for highly specialized or technological devices. Yet, thanks to the support of our partners, we equipped the hospital with one (1) vital signs, multi-parameter monitor for the pediatric ER, five (5) mobile blood pressure gauges with the corresponding newborn and children cuffs allocated to general care areas, two (2) wall-mounted double flow-meters that connect to the existing medical gas network, and two (2) oxygen regulating valves for transfer tanks.

Moreover, a major moment for everyone was the arrival of 4 manual clinical beds and 2 hospital cribs. This had an impact in the burn care area where children in very vulnerable conditions and prone to pain demanded a substantial improvement in hospitalization conditions.

Medicines, multivitamins, compotes, cereals, diapers, and so many more items played a major role along the year. "Friends" was able to consistently ship, month after month, very large quantities of these items and others to ensure a complete treatment and care of all little patients at the Jorge Lizarraga pediatric hospital.

# An intense, non-stop year that benefited 11,948 children





We started 2019 with 3 schools and 1,360 beneficiaries of our meal program. 2019 also started with prices that had doubled and Venezuelans already struggling to afford basic items such as food and toiletries. We also experienced nationwide blackouts and no running water (in addition to an increasing food and medicine shortage), unprecedented hyperinflation and currency devaluation. Despite the support of our meal partner, the cost of our daily meal increased from \$0.17 to \$0.37, draining our funds more rapidly.

As school dropout rates continued increasing, the support and love from many others also increased, resulting in 2 additional schools (Niño Jesús de Praga and San Onofre) compared to 2018, and a new total of 1,810 students and teachers under our program.



2019 was a very challenging but satisfying and fulfilling year at the same time



Chamos Foundation, Anthony R. Abraham Foundation, Nobis Foundation, and Filantropie, altogether helped us with +\$44,000 in funds to buy and cook our daily meals, open 2 new schools and secure the meals of those already in our program. Community volunteers continued then playing a key role in executing the programs to ensure 100% of any monetary contribution goes to the acquisition of the food (administrative expenses are covered entirely by the board members). Finally, in-kind









donations received such as oatmeal, fortified rice, canned-vegetables, and milk were also critical to guarantee complete, daily meals when faced with the challenges described.

In 2019 our children went back and/or stayed at school thanks to you and our nutritional meals, keeping school abandonment at 3% or lower. But we also thank donations of shoes, both new and fairly new, that we received twice in the year and put a special smile on hundreds of our children.

We will still face challenges in our journey to save this generation. There are still too many schools that need Alimentando Futuros and the help from you and those new supporters to come in 2020. We are grateful to the many committed and generous individuals, corporations, foundations and others who came together in 2019 in ensuring children come back and stay at school for a better future.











# Friends' 2019 Highlights



#### **Events**

- Saks 5<sup>th</sup> Avenue: On May 2<sup>nd</sup>, Saks Fifth Avenue Dadeland and Cellcosmet Switzerland donated 10% of the sales from the Spring Fashion & Beauty Trends Event. \$747 were collected just in a couple of hours.
- Venezuelan Heritage Celebration: As part of this celebration on June 30<sup>th</sup>, baseball enthusiasts and Friends supporters enjoyed the Marlins vs Phillies game and collected \$910 for our children.
- 54D Train and sweat for a cause! 54D, a human transformation program designed to break mental barriers through physical activity, hosted a special class on Oct 8<sup>th</sup> for FRIENDS and the Nobis Foundation. Participants and Nobis, who gave its funds to Friends, raised \$3,511 for our children.
- Venezuela Viva & America Viva: Friends' team, family and friends, Venezuelan supporters, and potential sponsors got together in two different previews in the year and in preparation for what would be a major live show "America Viva" in 2020.

#### Drives

- GM Financial Michigan: On April 2019, employees from GM collected +\$1,000 in baby and medical supplies.
- Univision Miami: A major drive on May 18<sup>th</sup> with the support of Univision, Our Lady of Guadalupe Catholic Church in Doral, dozens of volunteers, and hundreds of people who joined us along the day collected +\$22,000 in donations.
- Bank of America / Merril Lynch: On May 2019, a group of employees from the corporate offices in Brickell collected +\$3,800 in donations.

- St Jude School: With the support of the school staff, students from St Jude in Boca Raton collected +\$3,300, from diapers, formulas, supplements, to medicines, surgical & medical items, among others.
- Carrollton School: Students and school community identified with the situation in Venezuela collected +\$2,300 in donations. This is the 2<sup>nd</sup> year Carrolton supports this initiative.
- Halloween & Christmas Toys drives: Friends' supporters also stood up in two different dates to collect and bag all sort of candies and treats for Halloween and later on hundreds of toys were wrapped and shipped to Venezuela for Christmas.

#### Year-Round

- Our locations in Miami and Pompano Beach constantly received all sort of items from Friends' supporters and advocates.
- Thanks to our dear, dedicated volunteer and coordinator Carmen Maria, Michigan was very active along the year, resulting in 4 very large shipments to our Miami Offices. Carmen Maria had the support of her family, churches, non-profit organizations, corporations, and everyone at "Venezolanos Unidos en Michigan".
- Many Friends' supporters also contributed with monetary donations all year round through our different funding campaigns and digital channels. Moreover, our permanent projects with GlobalGiving and HipGive, 2 crowdfunding platforms, also helped us reach out to new donors and supporters.

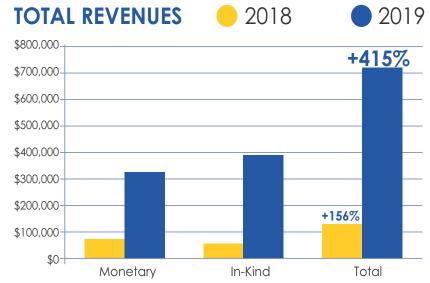
# Friends' 2019 Financial & Statistical Highlights

In basically 2 years, Friends has achieved outstanding results regarding total revenues, donations, the quality of our service and the number of children benefited from its 2 programs. In 2019...

•\$715,446 were raised in Total Revenues, that is, 5.5 times 2018 Revenues.

•\$619,846 were collected in both monetary and in-kind donations.

•11,948 children benefited from our program at the Jorge Lizarraga Pediatric Hospital in Valencia, this is +83% when compared to 6,500 children in 2018 and a major improvement in the quality of our service by providing each child and family with more supplies and better medical care.



# 2019 TOTAL DONATIONS \$619,846

37% 2019 **REVENUES** Monetary Donations 63% \$231,119 Monetary Donations \$ 231,119 In-Kind Donations \$388,727 In-Kind Donations \$ 95,600 Other Contributions \$388,727 \$715,446 TOTAL

Does not Include:

Mah \$519,600 (Formula) and Univision \$50,000 (Media)

32%

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13%

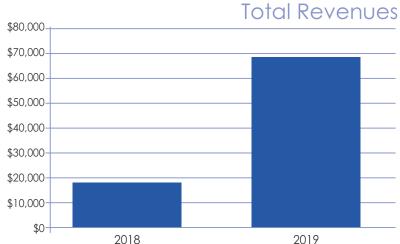
•Alimentando Futuros, our nutritional daily meal program for school-age children in underprivileged areas, raised \$68,149 in Total Revenues, which is 4 times 2018 results and allowed us to cope with unprecedented hyperinflation and currency devaluation.

•2 new schools were added to Alimentando Futuros, resulting in 4 schools where the school abandonment rate dropped from 50% to 3% or less.

• 1,810 children and teachers under Alimentando Futuros stayed at school thanks to our nutritional daily meals.

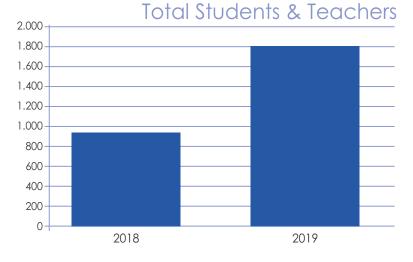
ALIMENTANDO FUTUROS	2018	2019	Var. %
Revenues	\$18,616	\$68,149	278%
Students & Teachers	920	1,810	97%





## ALIMENTANDO FUTUROS

#### **ALIMENTANDO FUTUROS**



# Our efficiency maximizes your gift's impact

Regarding our Management, Operations and Control, Friends minimizes its operation expenses thanks to the support of key logistics partners, such as our shipping partners with monthly donation of free-of-charge space and very low, negotiated fees for shipments to Venezuela that exceed the donated space in mention. Same way, we have greatly benefited from an external warehouse and transportation that has supported us not only with free-of-charge services but also the peace of mind from a convenient, safe location and its flexibility given to Friends. In sum, we have been able to save more than \$10,000 in shipments to Venezuela and some operations and logistics expenses directly related to them. Some local shipments and logistics still needed to be covered by Friends, yet, we are constantly finding ways to minimize those, whether through more partners providing us with free-of-charge services or better, low negotiated shipping fees.



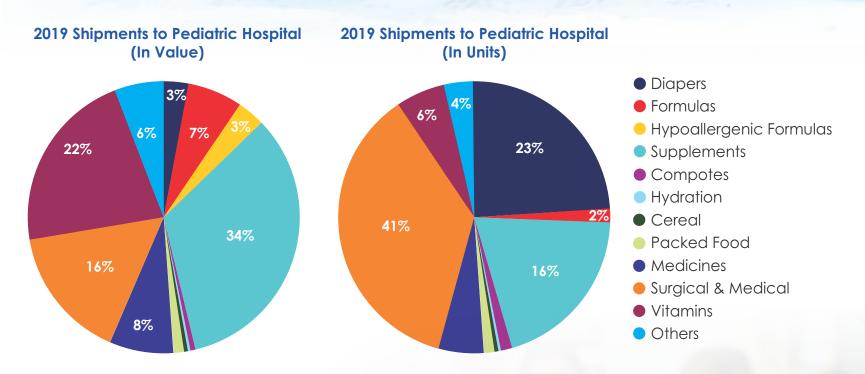
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Program Service	F
Administration	T
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& Other Expenses

Allocation of Monetary Donations	2019 Expenses	%
Program Service	\$ 152,244.54	95%
Administration	\$ 0.00	0%
Fundraising & Other Expenses	\$ 7,767.51	5%
Total expenses covered by gifts	\$160,012.05	100%
Administration (salaries, other compensations, employee benefits, payroll taxes)	\$79,345.46	
TOTAL EXPENSES	\$239,357.51	

- **95 cents of every dollar we spent** go directly to execute our program at the pediatric hospital and accomplish our mission to provide thousands of children, families, and hospital staff with the supplies and care needed.
- 100% of the monetary donations received for Alimentando Futuros go entirely to the acquisition of the food needed to cook and prepare our thousands of daily meals served by our community volunteers.
- No gift or monetary donation is allocated to cover administration expenses, which are 100% covered by special contributions from Board members.

Regarding what we shipped to Venezuela along the year, we increased not only the number of our shipments (30 vs no more than 10 in 2018) but also their volume, always focusing on the most critical categories for the children and doctors at Jorge Lizarraga Pediatric Hospital.



Notes: It does not include Avelina Oatmeal and Meals of the HeartLand - Fortified Rice

In units, diapers, nutritional supplements and surgical & medical supplies were the leading categories, representing 80% of all shipped items. Although we also shipped almost 2,500 units of different formulas and milk, we benefited from a very large in-kind donation directly in Venezuela of Máh! Formulas that had a major impact on

- +45,000 units of surgical & medical supplies
- +25,000 units of diapers
- +17,000 units of nutritional supplements
- +6,000 vitamins
- +4,000 medicines

In value, Nutritional Supplements, Vitamins, and Surgical & Medical contributed with 72% of our shipped items, followed by formulas and medicines adding 18%.

## Some of our partners and collaborators that trusted us in 2019







## **Board of Directors**



Alexandra Stelling Founder & Director



José Miguel Alvarez Founder & Director



Andrés Caldera Radonski Founder & Director



Martha Luisa Rivas **Executive Director** 



Rosa Elena Villalobos Maria Fernanda Polanco

Director of Amigos del Hospital de Niños de Valencia



Director of Alimentando Futuros

# 2019 Team





Valencia Operations Michigan Coordinator Fundraising Manager



Robert N. del Pozo External Advisor

## Locations

#### Main Office

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