



# A New Chapter for Education

Annual Report 2019  
[child-aid.org](http://child-aid.org)







# PROVIDING QUALITY EDUCATION FOR THE CHILDREN WHO NEED IT MOST

*“2019 has been a tremendous year of growth for Child Aid. I’m proud of the work we have done and excited about our opportunity to reach even more children in the years to come.”*

Nancy Press, Ph.D.  
Chief Executive Officer

Dear Friends,

When I think about a year as a unit of time - 12 months; four seasons - I am struck by how much we can accomplish in our collective fleeting moments. 2019 has been especially exciting and eventful for Child Aid, with a new partnership to celebrate and a leadership direction that makes me so proud.

Child Aid named Graciela Landa Pichiyá as its National Program Director, and, in doing so, solidified our commitment to local, indigenous leadership as our organization works to improve elementary education in Guatemala. As an indigenous woman who battled for her own education, Pichiya is the perfect leader to





# 2019 RESULTS

CHILDREN BENEFITTED  
**15.5k** In 2019  
**67k** Since 2010

TEACHERS TRAINED  
**787** In 2019  
**1,483** Since 2010

PARTNER SCHOOLS  
**76** In 2019  
**154** Since 2010

BOOKS PROVIDED  
**33k** In 2019  
**640k** Since 2010

help us bring literacy to a new generation of bright and powerful Guatemalan children.

Pichiyá’s leadership proved pivotal this year in a planned program expansion into a third department (state): Totonicapán. Our fourth office expansion necessitated the hiring and training of nine new literacy trainers and expanded our reach into an additional 31 partner schools.

Finally, Child Aid partnered with Children International to launch a pilot program meant to prove how combining intense teacher training and a strong curriculum with the

individualized care of students helps boost academic achievement.

There is much to celebrate about our year of growth, most especially that it demonstrates how Child Aid continues to do good work in a thoughtful and well-planned way. Time flies when you’re busy changing the world, and Child Aid is doing that one educated child at a time.

Nancy Press, Ph.D.  
Chief Executive Officer

# 2019 PROGRAM HIGHLIGHTS

## Program Expansion into Totonicapán

After demonstrating that Reading for Life works and is effective in improving student outcomes, Child Aid is expanding our reach to more schools and communities in other regions of the country.

In 2019, Child Aid began our second major program expansion in the past three years, opening a new regional office in the town of San Cristóbal, Totonicapán. Our model of growth is designed to reach the poorest and most isolated communities while maintaining our high quality of teacher training and strong results in improving student outcomes. Totonicapán is a perfect place for us to work. It is a region where shocking poverty and illiteracy rates plague some of the world's most vulnerable children. In the first year of this expansion, Child Aid is adding 31 new partner schools in Totonicapán, reaching 5,000 more students.

With our team-based structure, Child Aid efficiently adds significant new capacity to our program while maintaining the culture and self-sufficiency that makes our literacy efforts effective.

## Welcoming Nine New Literacy Trainers

In 2019, Child Aid added nine new trainers to our literacy team. This is the largest expansion of our team in Child Aid's history and is a significant investment in the future growth and reach of our program. Four new trainers were hired in Totonicapán to staff our newest regional team. And five more trainers were added to our teams in Sololá and Chimaltenango.

Our newest cohort of team members is one of our strongest ever. Each of these exuberant dedicated people were selected from hundreds of applications we received from communities where we work. They bring strong classroom and training experience to their new positions as well as the leadership skills and personal touch that make our teacher training successful.

Now, after receiving months of intensive, hands-on training on Child Aid's curriculum and techniques, these talented and passionate educators are excited to share the joy of reading and learning with thousands of children and teachers.



## A Family with a Passion for Reading

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“I tell [my girls] that your own future is in your hands, and this is why it is so important to value reading. With reading you can go far.”

Marí Hemelda Gomez, Parent, El Sitio

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It's evening in a small tienda in the town of El Sitio, Guatemala, and Marí Hemelda Gomez and her daughters huddle together in a back room, perched on stools and reading in the shadow of a wall hung heavy with pots and pans.



## A New Partnership with Children International

In the fall of 2019, Child Aid launched a new partnership with the global humanitarian organization Children International. Our alliance will make quality education accessible to more students in Guatemala.

The Educational Strengthening Initiative introduces Child Aid's proven literacy program into a school where Children International sponsors many of the students. If successful, the four-year pilot program will demonstrate how combining intense teacher training and a strong curriculum with the individualized care of students helps boost academic achievement.

Both Child Aid and Children International are interested in the education of children, and this partnership highlights the strengths of both organizations. Children International gives children in vulnerable communities access to programs focused on health, education (including tutoring) and empowerment as they work to overcome the generational cycle of poverty. Child Aid's literacy program focuses on the progress and abilities of teachers in the classroom, ensuring students receive a quality learning experience.

Working together, we look forward to creating opportunities that will improve the educational impact on these at-risk students more broadly than either of our organizations could do alone.

## Graciela Landa Pichiyá becomes Child Aid's National Program Director

In January 2019, Child Aid named Graciela Landa Pichiyá our National Program Director. A lawyer, educator, mother and proud indigenous Mayan woman, Graciela battled her way to get the education she wanted for herself. Today, Graciela fights for a quality education for the next generation of Guatemalan children.

Graciela has worked for Child Aid for more than a decade, first as a teacher trainer and most recently as a team manager. In her role as National Program Director, Graciela oversees the implementation of Child Aid's long-term literacy program in more than 100 schools and supervises 20 employees. Graciela's work ensures thousands of elementary-age school children learn how to read, write and think critically about their world. It is a transformative role for a woman who believes in persistence.

Each night before bed this family reads together, pausing only to help the occasional customer who wanders in. For Marí and her three daughters, reading is a family passion. Kelly, Marí's middle daughter, loves books about science and history and is currently obsessed with Egypt.

"When I read about the past, I learn things about our present time," the girl says. "And the ancient Egyptians remind me of the civilization of our past, the Mayas, which is another reason why I love this book."

Marí's eyes tear up as she describes Kelly's love of reading and school. Education was a dream Marí lost early in her childhood; her parents died when she was very young, and the youngster had to drop out of school before learning to read. "I wanted with all my heart to go to school but I couldn't," she says.

So, when Kelly started school and was struggling to learn to read, Marí decided to learn how to read right alongside her young daughter. Each night they sat at their kitchen table sounding out the words together. "If I could show her that it was possible for me to learn, then she would learn too."

Your support of Child Aid's literacy programs at Kelly's school is fueling her passion for reading. Kelly visits the school's new library nearly every day, picking out new books to bring home to share with her mom and sisters. She loves it when her teacher reads to the class and she gets to share her ideas. Marí is grateful that Kelly and the other kids at her school finally have access to books and the freedom to explore and learn.



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## Marilu & Maria: Young Librarians

**“When we grow up we want to be like the people who send us books. So other kids can have a good future just like us.”**

María, Student, Pacaman Chicaman School

Each morning, students Maria and Marilu open the doors of the library at the Pacaman Chicaman school in Solola. They make sure all the chairs and desks are in their places. They check in books that have been returned by students and put them back on the shelves. And they set up displays of their favorite books so other kids can find a good book to read. Then they flip the sign on the front

# ORGANIZATIONAL PARTNERS

## Foundation Support

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AMB Foundation	Crabby Beach Foundation	Project Redwood	The Melsness Foundation
C.G. Charitable Fund	Fredy Rosenbaum Foundation	Spurlino Foundation	
Christadelphian Meal-A-Day Foundation	Lake Atitlan Libraries	Swinmurn Family Foundation	

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door from “Cerrado” to “Abre” and invite their fellow students to come in and explore.

The two fourth and fifth graders attend a tiny school of only 12 students, but they have taken on the big responsibility of running the school’s library for their fellow students and teacher. Their love of reading and helping other kids fuels their enthusiasm.

“Sometimes when we are done with our work our classmates ask our teacher if they can come to the library” says Marilou. “We read stories to the little ones so they can start to learn to read.”

When the Pacaman Chicaman school first joined the Reading for Life program, their teacher, Mirna Boch Sipac, was excited to have a new collection of books from Child Aid and was eager to set up a library so her

students could access books and read throughout the day. But she was overwhelmed with her responsibilities as the school’s principal and only teacher and didn’t feel she could run the library on her own.

That’s when Child Aid Literacy Trainer María de los Ángeles suggested getting students to help out. Mirna loved the idea and knew just who to ask.

“María and Marilu are students who are ready to take on some responsibilities and they have really helped me in a special way,” says Mirna. “Because I’m not worried about how I need to clean or organize the library, the girls do it perfectly fine on their own.”

The two girls say they love their library and like taking care of the books so they will have them for years to come. But the best part is having more time to read.

# FINANCIAL HIGHLIGHTS

Child Aid is an efficient, cost-effective organization. We focus our work where we can make a significant and lasting difference in children's lives. We take our responsibility to donors very seriously, ensuring their support makes a difference.

REVENUE:	
Unrestricted Cash & Security Contributions	\$1,061,414
Restricted Contributions & Grants	\$207,661
In-kind Donations	\$133,609
Investment & Other Income	\$271,990
<b>Total Revenue</b>	<b>\$1,674,674</b>
EXPENSES:	
Program Services	\$1,255,190
Management & General	\$112,297
Fundraising	\$223,663
<b>Total Expenses</b>	<b>\$1,591,150</b>
<b>Revenue Over Expenses</b>	<b>\$83,524</b>

ASSETS:	
Cash	\$652,377
Securities	\$1,169,569
Pledges	\$143,331
Other Assets	\$23,951
<b>Total Assets:</b>	<b>\$1,989,228</b>

LIABILITIES:	
Accounts Payable & Current Liabilities	\$193,659

NET ASSETS:	
Unrestricted	\$1,496,862
Temporarily Restricted	\$298,707
<b>Total Net Assets:</b>	<b>\$1,795,569</b>

<b>TOTAL LIABILITIES &amp; NET ASSETS:</b>	<b>\$1,989,228</b>
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## Child Aid Champion Yuyi Morales

Yuyi Morales is an award-winning children's author and illustrator. Best known for her book "Dreamers," a beautifully illustrated story about her own experiences as a migrant with her infant son to the United States and how the two of them were able to make a new home in an unfamiliar place through the power of books. In 2019, Yuyi joined us in Guatemala to dedicate a school library at the La Fe school. So she was excited to share her stories and love of libraries with the children.

*"It makes me very happy to see how happy [the children] are to receive these books and how empowered they seem to become. It is a privilege that we are able to share what we have, our richness, our learning. It is not an act of charity but an act of creating a world that is more even and more empowered."*



# FOUR WAYS YOU CAN MAKE A DIFFERENCE TODAY



## SUPPORT

Put a book in the hands of a child and help her take the first step toward literacy. A simple donation teaches a child to read and gives her a brighter future.

## ADVOCATE

Lend your voice to give every child the quality education they deserve. There are many ways you can share Child Aid and your passion for literacy and education with the world.

## SUSTAIN

Your monthly gift supports a long term commitment to teachers and students that transforms classrooms.

## TRANSFORM

Sponsor an entire school or leave a legacy gift. Make a lasting investment that will benefit children and communities for years to come.

GET STARTED AT [CHILD-AID.ORG/TAKE-ACTION](https://child-aid.org/take-action)