



Angie Estrada
GRANT HOLDER
Social Communication



MANAGEMENT REPORT

2017

BETTER TOGETHER

1.- ABOUT THE FOUNDATION

Background and strategic framework

The establishment of the **Ismael Cala Foundation goes back to the year 2015** as an expression of the Cala Enterprises company's social commitment; a content creation enterprise focused on leadership, mindfulness, happiness, productivity, and excellence as its culture. The company has an impact on individuals and organizations through its presence via radio, television, conferences, books, multimedia, wellness products, and events for the general and corporate public. It offers services such as conferences, business solutions, individual solutions, selling books and audios, travel planning, and leasing of radio and television studios. Ismael Cala is a life and business strategist, international best-seller author and speaker who specializes in personal development and mindful, exponential leadership. Through his conferences, workshops, and personal growth retreats, he has touched the lives of hundreds of thousands of people, and he has impacted 400 companies in 25 countries. He is the founder and president of Cala Enterprises and Ismael Cala Foundation.

The first two years of Ismael Cala Foundation were devoted to designing its strategic and programmatic framework, the convening of its board of directors, the hiring of the executive staff, the design of programs, and the creation of the first partnerships. This first report, pertaining to the year 2017, reflects the inception of its programmatic action and its first accomplishments.

Mission

To promote programs of emotional leadership, vocational orientation, and education for children, teenagers, and Hispanic young people who are in situations of vulnerability in the United States, Latin America, and the Caribbean.

Vission

To contribute to the development of the infinite potential that human beings possess to improve their well-being and social progress.

Organizational objectives

To promote the education and formation of young people through the attainment of grants / scholarships.

To strengthen social development organizations that serve children, teenagers, and young people, focusing particularly on education and cognitive disability.

To encourage the formation of leadership and entrepreneurship in adolescents through the Learning Centers for Leadership in Action (CALA).



Leadership and strategic management

The corporate administration of Ismael Cala Foundation is made up of a Board of directors and an executive Board. The Board is made up of 7 people, presided over by Ismael Cala. The Board has a great level of commitment in the strategic leadership of the foundation, which is shown by the amount of accomplished activities and the time that is dedicated to them. Its members have been directly involved in the signing of partnerships, visiting countries where the programs are being developed, organizing fundraising events, having encounters with the communities that have been assisted through the programs, and in the decision-making and administration of funds for the foundation.

BOARD MEMBER	ACTIVITIES IMPLEMENTED	HOURS DEVOTED
Ismael Cala	26	74
Mireya Cisneros	3	8
Carmen Richards	6	10
Harold Sinnott	12	20
Juan P. Casimiro	9	16
Franklin Mirabal	3	4
Bruno Torres	14	46
Total 2017	73	178

Resource mobilization

Ismael Cala Foundation mobilizes technical resources by means of volunteer and financial resource acquisition through the consolidation of partnerships. During the year 2017, the foundation had 37 volunteers, who offered 1,100 hours of commitment of their talent and time for free towards the execution of the programs and the organization of the fundraising events, calculating their contribution to an average cost of \$30 an hour, where each person's contribution may be appreciated. It's worth mentioning that the team of volunteers of Cala Enterprises and of the Foundation also offered their volunteer services for one day to the Ronald McDonald House of Charities, by preparing breakfast for the kids that were hospitalized and who are sheltered by this organization.

Cala Enterprises offers the Ismael Cala Foundation the physical space, human resources allocation for the company in terms of communications, marketing, operations, and administration; it also gives a percentage of the selling of its products in order to support the management. The Foundation, on its part, has directly established strategic partnerships with academic centers who give away study grants. It also organizes fundraising events as its main finance strategy for its programs, and it has also been able to obtain an important free-of-charge presence in the media.

MOBILIZATION

	Equivalent amount \$	%
Volunteers	33,000	4
Cala Enterprises	50,687	6
Partnerships	500,000	55
Fundraising events	48,224	5
Presence in the media	266,748	30
Total 2017	898,659	100

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Positioning and public presence

During 2017, Ismael Cala Foundation has had a public presence by organizing 5 events, issuing 1 magazine, producing 1 solidarity promotion micro to benefit a multilateral organization, by its presence in printed and audiovisual media, and by having followers in social media (twitter, facebook, instagram).

The events that were organized during this year were: the "Encounter with grant holders" in Mexico City on June 5, The "300 Built Schools Cocktail," "Seminar for Teachers of Emotional Intelligence," and the "Cala Method Seminar" in partnership with and led by Tigo Foundation (Fundación Tigo) in Guatemala City on June 14-15, the "Gala Dinner Leadership and Zero discrimination" in Panama City on September 13, the "Gala and Auction Dinner Cala Art" in the city of Miami on November 3, and the "Latino Impact Summit (LIS)" in New York City on November 30. The first four fall within the Foundation's corporate programs of channeling of grants and fundraisings for the strengthening of social organizations, whereas the last one is an event of regional positioning for the foundation.





The “Latino Impact Summit” was created and organized by the Pvblic Foundation and the Ismael Cala Foundation, in collaboration with Univisión, in order to promote and make visible Latin leaders who work for the sustainable growth and development of the community. It takes place once a year in the United Nations headquarters; there have already been two gatherings (2016 and 2017), and this year’s had the participation of Margarita Cedeño (Vice-president of the Dominican Republic), Carlos Briceño (Vice-president of the LAFISE Bank), Mario López (President of the Tigo Foundation), Melba Segura de Grullón (President of the Sur Futuro Foundation), EvaHughes (Delegate for Condé Nast Mexico and Vogue Latin America), Raúl de Molina (presenter of the El Gordo y la Flaca Show), Celia Daniel de Mizrahi (President of the National Board of

Pediatrics), Rogelio Sánchez (Director of Visa for Central America), María Josefina Zamora (President of the Zamora Foundation), Marcos Galperin (Founder and CEO of Mercado Libre) and Bettina Bulgheroni (Argentinian entrepreneur). Within the scope of that event, the “Latino Impact Summit” Magazine was launched and was edited by the organizing foundations; the magazine presents experiences of the leaders of different countries and has a print run of 230 copies that are available at:

<http://calafoundation.org/revista-lis-17/>

Ismael Cala Foundation also carried out the production of a micro of solidarity promotion for the World Health Organization (WHO) and the Pan-American Health Organization (PAHO) within the scope of the “Let’s talk about depression” campaign, on the occasion of the World Health Day, which is celebrated on April 7 of every year. The micro has a duration of 70 seconds and was sponsored by the Foundation.

<https://www.youtube.com/watch?v=iVVFclfGdfg>

PRESENCE

	2017
Organized events	5
Magazine (samples)	230
Solidarity-based promotion	1
Print-media reports	29
Minutes in audiovisual media	65
Followers in social media	14.736

2.- REGARDING THE FOUNDATIONAL PROGRAMS

Ismael Cala Foundation has designed three corporate programs that are linked to the channeling of grants for young people, the strengthening of organizations for social development, and the formation of teenagers in emotional leadership and entrepreneurship; the first two were developed during the year 2017. The Foundation has its headquarters in Miami (Florida), although its scope of influence reaches the United States, Latin America, and the Caribbean, and it has already achieved a geographic projection through its programmatic strategies in 10 countries.

Programs

CHANNELING OF GRANTS FOR THE EDUCATION AND FORMATION OF YOUNG PEOPLE

Objectives

To promote the education and formation of young people through the channeling of grants for courses and/or careers for personal and professional self-improvement.

STRENGTHENING OF ORGANIZATIONS FOR SOCIAL DEVELOPMENT

To consolidate new ventures that emerge in Latin America in order to address fundamental social issues that are present in the most vulnerable communities, and to strengthen and recognize those established social organizations that require a new boost to ensure their social and economic sustainability.

ACADEMIC CENTER FOR LEADERSHIP IN ACTION

To boost the formation of teenagers on emotional leadership and entrepreneurship.



Channeling of Grants Program for the Education and Formation of Young People

Ismael Cala Foundation establishes partnerships with universities in order to channel grants for young people, and on the other hand, it signs agreements with social development organizations in the area which identify and follow up on young people of limited resources and who wish to study, thus facilitating the opportunities for studying and training for Latin American young people who find themselves at social risk and for their future labor integration or for their own entrepreneurship route.

The first partnership occurred with NEXT-U for the allocation of 20 scholarships for English training courses, Emotional Leadership, Paradigms Change, and Entrepreneurship. Then 120 grants were consolidated with Atlantis University in person and online. In the case of the grants in person, these are to study Master of Business Administration, Master in Health Management, Ba-

chelor of Business Administration, and Bachelor of Informatics. In the case of the partnerships with Urbe University, 5 grants have been obtained to study Social Communication, through the modality of online studies.

nextu

AU ATLANTIS
UNIVERSITY



URBE
University

Ismael Cala Foundation already has partnerships with 14 social organizations in 9 countries for the postulation and follow-up process of the grant holders. They are Passion Association for Guatemala; Carvajal Foundation (Fundación Carvajal), Escala Educación y Fundación Las Golondrinas para Colombia; Communitas DEI Foundation (Fundación Communitas DEI (CDEI)), Morán's Children Foundation (Fundación Hijos de Morán), Faith and Joy for Venezuela (Fe y Alegría para Venezuela); World Vision for Mexico; Junior Achievement for Honduras; Omar Dengo Foundation (Fundación Omar Dengo) for Costa Rica; Supportive Mentors (Mentores Solidarios) for Nicaragua, Junior Achievement for El Salvador and Open Doors Foundation (Fundación Puertas Abiertas) for Panama.

CHANNELING OF GRANTS PROGRAM FOR THE EDUCATION AND FORMATION OF YOUNG PEOPLE

COUNTRIES	ORGANIZATIONS	GRANTS	LOCATIONS
Guatemala	Passion Association	7	Florida, Juan Xacatepc y Chimaltenango
Colombia	Fundación Carvajal Escala Educación Fundación Las Golondrinas	41	Medellín, Envigado, Rionegro, Tunja, Cartagena. Barranquilla, Cali y Buenaventura
Venezuela	Fundación CDEI Fundación Hijos de Moran Fe y Alegría Casimiro Global Foundation	36	Caracas, Barquisimeto, El Tocuyo y Maracaibo
México	World Vision México	10	Ciudad de México
Honduras	Junior Achievement	1	Tegucigalpa
Costa Rica	Fundación Omar Dengo	3	San Jose, San Pedro de Montes de Oca, Goicochea y Limón
Nicaragua	Mentores Solidarios	5	Diriamba
El Salvador	Junior Achievement	2	San Salvador y La Libertad
Panamá	Fundación Puertas abiertas	26	Santiago, Panamá, Chiriquí, Comarca, Herrera, Penonomé
9	14	131	30

Ismael Cala Foundation is directly in charge of analyzing, selecting, and assigning grants by organizing two contests that took place on March 22 and June 19 of 2017. The extent of the program during this year of execution is as follows:

CHANNELING OF GRANTS

	2017
Academic partnerships	3
Available grants	142
Allied organizations	14
Geographical presence (countries)	9
Grants contests	2
Nominations	148
Assigned grants	131
Registered grant holders	131
Geographical projection (location)	30

All of the young people who are grant holders, 18 to 25 years old, are already attending classes. As of December 2017, the Foundation does not have information about the amount of young people who have been certified or who have graduated, their exit-level academic performance, as well as the expected impacts such as continued education, job placement and/or starting entrepreneurship. This year, some of the members of the board of directors held an encounter with Mexico's grant holders; this was registered and is available at:

<http://calafoundation.org/ganadora-beca-liderazgo-emocional/>.

Program for the Strengthening of Social Development Organizations

Ismael Cala Foundation identifies organizations that merit institutional strengthening in Latin American countries that can be social entrepreneurship that emerge in order to address fundamental current issues in the most vulnerable communities, as well as established social organizations that require a new boost to ensure their social and economic sustainability. It sets as a classification priority those organizations with low visibility and with difficulty to acquire funds for their operation. Once they've been identified, it seeks a national partner to work with for the strengthening of the selected organization and to support the generating of local partnerships.

In conjunction with that national partner, it organizes fundraising events in the country where the selected organization is located in order to finance an institutional strengthening project, to improve the quality service, to increase coverage, to recondition the infrastructure, to provide essential equipment, and/or to render new services. In addition to its interest in granting economic financing to a concrete project, Ismael Cala Foundation seeks to increase the visibility of the social cause, the acquisition of new donations and volunteers, and the positioning with the greatest public recognition; that's the reason for the additional technical support that it offers them to strengthen their organizational skills.

During the year 2017, this program's geographical scope was in Guatemala, Panama, and the United States. Tigo Foundation and Passion Association in Guatemala, Casa Hogar The Good Samaritan Foundation in Panama, and Siman Orchestral Foundation (Simanof) in the USA were identified as organizations in need of strengthening. The national partners who collaborated in the fundraising events to benefit the chosen organizations were Tigo Foundation in Guatemala and the Office of the First Lady of the Republic of Panama. The events that were organized were the "Cala Method Seminar" in Guatemala, the "Gala Dinner Leadership and Zero discrimination" in Panama, and "Gala Dinner and Art Auction" in Miami.

STRENGTHENING OF ORGANIZATIONS FOR SOCIAL DEVELOPMENT

COUNTRIES	ORGANIZATION	PARTNER	EVENT	\$	FINANCED PROJECT
Guatemala	Fundación Tigo	Fundación Tigo	Cocktail		Celebration for the 300 built and recovered schools in 7 years
Guatemala	Passion Association	Fundación Tigo	15-06	7.09	In the rural dwelling Chivoc of San Juan de Sacatepéquez seed money was attained for the construction of the new nutritional recovery center to accommodate 156 children and 200 families.
Guatemala	Escuelas públicas apoyadas	Fundación Tigo	14-06		Training to 500 teachers in Emotional Intelligence.
Panamá	Fundación Casa Hogar Buen Samaritano	Despacho Primera Dama	13-09	14.983	In Juan Díaz in Panama City, expansion project of headquarters for comprehensive care of 20 teenagers and adults with HIV/AIDS is financed.
Estados Unidos	Ismael Cala Foundation	NA	3-11	26.150	In the Miami location, the Siman Orchestral Foundation (Simanof) was supported by offering visibility in order to benefit the ICF programs in LATAM during 2017.
LATAM	Ismael Cala Foundation	PUBLIC Foundation	30-11/ 01-12	NA	Latino Impact Summit, an event that assembles LATAM's leaders, shows initiatives that contribute to the growth of the Sustainable Development Objectives in the area and generates partnerships towards the progress of the Americas. Scope: 370 participants in 2016 and 2017.
Venezuela	Fundación Semillero de Jesús	Cala Speakers	11/17	NA	With the occasion of Christmas, gifts were collected for 325 children for the Cielo Santo Community in Boca de Uchire.

Passion Association (A Hand for the Guatemalan Children). Created in 2010 by Dr. Mark Arellano, who was a grant holder for 15 years until he became a medical surgeon, with the vision of contributing and combating extreme poverty, in a comprehensive manner, in his native country. It channels resources in order to improve the quality of life and comprehensive development of children in vulnerable communities and in situations of economic and social risk. Its programs are Food pantries, Soup kitchens, and Tutoring centers, Program for university scholarships, and a Child malnutrition prevention center.

In 2017, thanks to the help received, improvements were made in the environments and installations of the current Center, which allowed an increase in the care of the population from 90 to 156 children, (200 families made up of 7 members each, more or less) by December 2017. The observation and follow-up of the progress in terms of weight and measurements of the children improved significantly; however, the process of weighing and measuring is still taking place.



The construction of the Nutritional Center for Chronic Malnutrition in Caserío Chivoc in San Juan de Sacatepéquez began. On the other hand, and through Tigo Foundation, the operation for expansion and construction of Escuela Caserío Chivoc began, and this will allow for the opening of opportunities for the formal education of the children of Passion Association. Regarding the mobilization of additional funds, they received other economic subsidies from people who found out about the cause through the mass coverage that was provided because of Ismael's visit.

<http://www.passionguate.org/>

Tigo Foundation Within the framework of the partnership with Tigo Foundation Guatemala, there was a cocktail celebration for the building and recovering of 300 schools in 7 years; additionally, an encounter/seminar about Emotional Intelligence was organized for 500 teachers in public schools, supported by Tigo Foundation as part of its project ABC, that consists of increasing school attendance through the improvement of three (3) key factors in schools: classrooms, restrooms, and kitchens.

Casa Hogar Buen Samaritano (CHEBS). The Foundation was created in 2005 as a work of mercy by the Catholic Church, and it is destined to provide shelter and physical, psychological, and spiritual care, without religious, sexual, or any other type of distinctions, to people who live with HIV/AIDS and who have been abandoned or rejected by their families. It offers teenagers and adults with HIV/AIDS, a place where they can receive comprehensive care, with the hope that they may recover physically, emotionally, and spiritually. It also provides prevention talks, food donations to people who live with HIV, subsidies for the education of teenagers with HIV, and transitory shelter. The house had a capacity of 5 people, and with the project that was financed thanks

to the partnership with the Office of the First Lady, for the amount of \$50,000, it will have the capacity to house 20 people, differentiating between the groups of teenagers and adults (men and women).



Siman Orchestral Foundation (Simanof). Created in 2011 by Susan Siman, who was part of the National System of Youth and Children's Orchestras of Venezuela for 20 years. Now, in the city of Miami, she operates the Siman Orchestral Formation Center to care for children and young people from 2 to 18 years of age. It offers pre-junior, junior, juvenile, and orchestral formation. It works with scholarships, which are held by the Hispanic population by 90%. The school has already 130 formed students and has done 55 concerts. The support it has received has allowed it to increase the visibility to acquire new partnerships that will allow it to support the scholarship program for the orchestral formation of Hispanic children.

<http://www.simanof.com/>.

Jesus' Seedbed Foundation (Fundación Semillero de Jesús). Thanks to the partnership with Cala Speakers, led by Wendy Sayago, the collaboration of different speakers, and others, it was possible to collect Christmas presents for 325 children from the community Cielo Santo Boca de Uchire Venezuela.



Latino Impact Summit: Movement for leaders who generate partnerships for the progress and growth of the Americas.

In 2016, the partnership between the PVBLIC and Ismael Cala Foundations began. They decided to unite their efforts and to create a space that would provide visibility and to congregate in one place Latin leaders who work for the sustainable growth and development of the area. On both occasions, the SUMMIT gatherings, 2016 and 2017, took place in the UNITED NATIONS headquarters in New York. Latino Impact Summit's objective is to analyze the accomplishments and challenges that the Spanish-American community has to face in order to obtain the Objectives of Sustainable Development, defined by the UNESCO on the 2030 agenda, and at the same time, it seeks to promote innovative solutions and to generate partnerships for the progress of the Americas.

It congregates businessmen and businesswomen, social entrepreneurs, high-level executives, diplomatic corps, leaders in the world of philanthropy, governments, university leaders, scholars, news media, millennials, and other figures from Latin America, who have participated as speakers, panelists, moderators; among them, Ismael Cala, leading as Moderator and Speaker.

The two Summit gatherings, 2016 and 2017, have brought together more than 300 hundred leaders and 70 panelists, and due the fact that the Summit is a space created to provide visibility to those initiatives that are generating changes in the community, the result was crystallized with partnerships and commitments among the different leaders who attended.

The Foundation does not have the detailed information for the first trimester of 2018 about the possible impacts of its institutional strengthening such as an increase in coverage, a decrease in operational costs, increase in staff, increase in volunteers, increase in visibility, variation in the organizational structure, and mobilization of additional funds. However, it can already confirm that the contribution conferred to the social organizations to be strengthened was equivalent to 7% of its annual income.

The program's scope for this year of execution is as follows:

INSTITUTIONAL STRENGTHENING

2017

Geographical presence (countries)	3
Allied organizations	5
Fundraising events	4
Amount achieved (\$)	48.224
Population coverage	1.702

Achievements and Scope Summary 2017

	Beneficiary countries	Beneficiary Organiz.	Partners/ Partnerships	Events/ Contests	#Corporate and external Volunteers	Visits / Encounters	Beneficiaries / Grants Scope	USD\$
Strengthening Program	3	4	4	9	44	1	4.249	106,241
Channeling of Grants Program	9	12	3	2	N/A	1	131	550,580 (Valuation of grants)
Total	12	16	7	11	44	2	4.380	656,821

Our deepest gratitude to all those who made our administration possible during the year 2017

Board of Directors

Ismael Cala
Mireya Blavia de Cisneros
Franklin Mirabal
Harold Sinnott
Juan Casimiro
Bruno Torres (CONSULTANT)

Corporate Volunteers

Bertha Moreno
Jorge Suarez
Lorena Susso
Wendy Sayago
Tomas Morales
Omar Charcoisse
Mayra Cuellar
Rita Ramírez
Moe Morales
Deyvis Garcia

External Volunteers

Arlyn Rojas
María Eugenia Ruan
Andrea Copping
Chantal Zyman
Karla Moscoso
Lorena Reyes
Marisol Andrade
Ma. Isabel Fagúndez
Mónica Torres
Edith Monge
André Ogli
Katuska Infante
Juan Morales
Erika Greenwich

Universities

Next University
Atlantis University
Urbe University

Government

Despacho de la Primera Dama de Panamá

Foundations

Fundación Tigo
Casimiro Global Foundation
Unidos en Red
Pvblc Foundation

Companies

South Dade Toyota of Homestead
JQ Group of Companies
International Closet Center
Five Innovations Art
Intercontinental Hotel Panamá
Ingenioso Grupo Estratégico
DDRepro Graphics & Marketing
Cala Speakers
Radio Caracol
Live Doral Magazine
Doral Times
D'Luxe events
EVtv
Diario Las Américas

Social Development Partner Organizations

World Vision México
Junior Achievement
Fundación Omar Dengo
CDEI Comunitas DEI
Fe y Alegría Venezuela
Casa Hogar el Buen Samaritano
Fundación Puertas Abiertas
Asociación Hijos de Morán
Fundación Semillero de Jesús
Simans Orchestral Foundation
Fundación Carvajal
Mentores Solidarios
Passion Asociación