

ISMAEL CALA  
FOUNDATION



## FELLOWS

Thanks to the alliance with  
Westfield Business School



MANAGEMENT REPORT

# 2018

**BETTER TOGETHER**

# MANAGEMENT REPORT 2018



The **Ismael Cala Foundation INC.** was created in 2015 as the expression of the social commitment of Ismael Cala and his companies. Cala is a life and business strategist, best-selling author and international speaker specializing in leadership, entrepreneurship, corporate harmony, organizational culture, executive mindfulness, assertive communication and innovation.



**Cala Enterprises** has as a mission to awaken and raise awareness in people and organizations providing solutions to generate happiness, growth and excellence. It offers as services the conferences “The business of being you”; the business solutions “Happiness Scale” and “Corporate Scale”; the individual solutions “Cala speaking academy”, “Next U” and “Influencers circle”; the organization of the trips “Cala Mundos”,

“Secretos del Bambú” and “In body and soul”; as well as sale of books and audios and rental of radio and television studios.

## MISSION

In partnership with other foundations, academic institutions and companies in the region, it promotes programs of emotional leadership, vocational guidance and education for children, adolescents and young Hispanics in vulnerable situations in the United States, Latin America and the Caribbean.

## VISION

To contribute to develop the endless potentiality human beings possess to increase their welfare and social progress.

## VALUES

- Commitment
- Integrity
- Inclusion
- Diversity



## Strategic conduction

The corporate governance of the Ismael Cala Foundation includes a Board of Directors and an Executive Directorate.

The Board of Directors has **7 directors**; Ismael Cala is the President. Directors are selected by their level of commitment demonstrated in the strategic direction of the Foundation and by their participation in its activities and devoting time to the foundational activity.

The directors have backed the foundation in order to develop programs, have participated in fundraising events and have directed and managed the organization. During 2018

the directors dedicated **327 hours** of volunteer work to the foundation, some 149 hours more than the previous year; 40% of the total was offered directly by Mr. Ismael Cala.

There were held **3 meetings** by the board of directors (January, March and July) with **63% of attendance average**. Members of the board reached an agreement to make each one an annual contribution of \$1,500 to the foundation, in cash and in addition to their volunteer work, The Executive Directorate of the foundation includes 1 director and 2 professionals who provide technical support for the execution of the programs.

BOARD OF DIRECTORS	ACTIVITIES CARRIED OUT		HOURS OF DEDICATION		DIRECTORS CONTRIBUTION
	2017	2018	2017	2018	2018
<i>Ismael Cala</i>	26	14	74	130	-
<i>Mireya Cisneros</i>	3	2	8	6	5,000
<i>Carmen Richards</i>	6	3	10	10	1,500
<i>Harold Sinnott</i>	12	7	20	25	-
<i>Juan P. Casimiro</i>	9	5	16	15	-
<i>Franklin Mirabal</i>	3	1	4	3	1,500
<i>Estrella Flores</i>	NA	1	NA	1	-
<i>Bruno Torres (advisor)</i>	14	10	46	115	-
<i>Jorge Suarez (advisor)</i>	NA	NA	6	22	-
<b>Totals</b>	<b>73</b>	<b>42</b>	<b>178</b>	<b>327</b>	<b>8,000</b>



## Corporate volunteering

The **Ismael Cala Foundation** invites volunteers for the execution of its programs and for the organization of fundraising events. During 2018, it had **111 volunteers** (38 men and 73 women) who offered **737 hours** of dedication of their talent and time for free. The increase in volunteers was 200% compared to the previous year.

Volunteering activities include registration, logistics, organization and participation in the different fund raising events. On December 5, 2018, within the framework of the International Volunteer Day, the Foundation held an act of recognition for its volunteers.



	2017	2018
<b>Number of volunteers</b>	37	111
<b>Hours of dedication</b>	1.100	737



## Origin and utilization of resources

**Ismael Cala Foundation** receives economical and other kinds of help from several sources: the contribution given by its directors, the equivalent value of volunteer hours, the support of Cala Enterprises, the allocation of scholarships by academic centers, fundraising through events it organizes, and by way of royalties in the media. The total amount of resource mobilization totaled 1.2 million dollars in 2018. This amount represents an increase of 26 % over the previous year.

**Cala Enterprises** again offered the Foundation the physical space to operate, the partial assignment of personnel in the

area of communications and administration, and cooperated with the payment of executive personnel dedicated exclusively to the foundational activity. On the other hand, the number of scholarships assigned by the allied academic centers presented an increase of 49%; from 142 scholarships in 2017 they went on to canalize 212 scholarships in 2018, the amount allocated for scholarships doubled compared to the previous year and was equivalent to 84% of total resources mobilized. During the year 2018 Ismael Cala Foundation organized 6 fundraising events as a financing strategy for its programs; the amount collected exceeded the figure of 60 thousand dollars. It has also achieved a significant free presence in 16 media outlets, equivalent to 7% of the total resources reached.

RESOURCE MOBILIZATION	2017		2018	
	AMOUNT	%	AMOUNT	%
<b>Directors contribution</b>	<b>N/A</b>		8,000	1
<i>Volunteer time</i>	33,000	3	22,110	2
<i>Cala Enterprises</i>	50,687	5	28,507	2
<i>Scholarship channeling</i>	550,580	55	1,049,550	83
<i>Fund raising events</i>	106,241	11	60,595	5
<i>Media presence</i>	266,748	26	96,000	7
<b>Total</b>	<b>1,007,256</b>	<b>100</b>	<b>1,264,762</b>	<b>100</b>

# Allies

## 2017

- 1.- Atlantis University
- 2.- Cala Speakers
- 3.- Casimiro Global Foundation
- 4.- D'Luxe events
- 5.- DDRepro Graphics & Marketing
- 6.- First Lady Republic of Panama
- 7.- Diario Las Américas
- 8.- Doral Times
- 9.- EVtv
- 10.- Five Innovations Art
- 11.- Fundación Tigo de Guatemala
- 12.- Ingenious Strategic Group
- 13.- Intercontinental Hotel Panama
- 14.- International Closet Center
- 15.- JQ Group of Companies
- 16.- Live Doral Magazine
- 17.- Next University
- 18.- Pvblic Foundation
- 19.- Radio Caracol
- 20.- South Dade Toyota of Homestead
- 21.- United in Network
- 22.- Urbe University

## 2018

- 1.- Cala Speakers
- 2.- CDEI Foundation
- 3.- Advertising VMLY & R
- 4.- La Jolla Ballroom
- 5.- Point 3
- 6.- Guayaquil University of Technology (UTEG)
- 7.- Westfield Business School (WBS)
- 8.- Fund Hogar Nueva Esperanza
- 9.- Pvblic Foundation



## Public Presence

During 2018 the Ismael Cala Foundation has had a public presence in 14 events-visits, twice as much as in 2017; organized own fundraising events and was invited at events organized by third parties. Furthermore made specific visits in order to coordinate special campaigns for the collection of goods.

Among the events organized during the year, six of them were for fundraising with the new formats Conversational (4) and Calaton (2). These systems allow financing the programs for strengthening social organizations and scholarships channeling.



“Conversations” activity had a total attendance of 506 people: “Communication from the soul” (80 attendees), “Wake up with Cala” (110), “The road to abundance” (212) and “And the brain for when?” (How to overcome the fears) (104).

Calaton. In the first “Calaton” 18 volunteers participated with 1 hour transmission over networks. In the second Calaton, 35 volunteers were involved; their network transmission reached 2 hours and 17 minutes and presented, as innovation, a cocktail with influencers under the slogan “Social media for social good”. Both events involved 35



volunteers and 197 minutes of transmission.

The Foundation was present again in the Latino Impact Summit. This event was created by the Public Foundation and the Ismael Cala Foundation, in partnership with UNCTAD (United Nations Conference for Trade and Development); this conference is held annually, since 2016, at the United Nations headquarters in New York. The Ismael Cala Foundation support-

ted the technical and logistics organization of this event between January and June 2018. Subsequently, Ismael Cala, on behalf of the Foundation, was the presenter and moderator of the 2018 edition (December 11 and 12). There were 52 panelists and 200 attendees at this event.



Representatives of the Ismael Cala Foundation visited Guatemala, Costa Rica and Panama during 2018. In January the Hogar Nueva Esperanza (Guatemala) was visited to promote the construction of a new nutritional center led by Passion Association. During February Ismael Cala, as World Vision ambassador, attended as a speaker at the event on child violence prepared by this organization in Costa Rica. Following the eruption of Volcán de Fuego in Guatemala on



June 3, 2018, Ismael Cala and Bruno Torres, an adviser to the Foundation, visited the victims in shelters, toured the “zone 0” and Ismael Cala offered a motivational talk to 450 brigade members and rescuers. By the end of the year was visited the allied organization, Open Doors Foundation of Panama in order to receive recognition from the fellows who have benefited from the Scholarship Channeling Program. Also was visited the organization Passion de Guatemala because of the inauguration of the new nutritional center, a part of the Institutional Strengthening Program.





For the first time, was organized the campaign **No Child without Toy**, as the result of an alliance between the Ismael Cala Foundation and World Vision, With the collaboration of advertising agency VMLY&R, this campaign was developed during the month of November and in favor of children in Guatemala. As a result, a collection of 332 units was obtained. Also was held an act of recognition for its corporate volunteers in the month of December.



**PARTICIPATION AND ORGANIZATION OF EVENTS AND VISITS**

**2018**

- 1.- Visit Hogar Nueva Esperanza, Guatemala January 30
- 2.- Conversation Communication from the soul, Miami, February 23
- 3.- Forum Eliminate Violence against Children, Costa Rica, February 7
- 4.- I Calaton, Miami, April 17
- 5.- Conversation Wake up with Cala , Miami, June 7, 2018
- 6.- Attention to Rescuers and victims of the Fuego volcano, Guatemala, June 22 to 24
- 7.- Conversation The road to abundance, Miami, August 30
- 8.- Visit Open Doors Foundation, Panama, September
- 9.- Campaign No children without toys, Miami, November 5 to 29
- 10.- Conversation And the brain for when? , Miami, November 26
- 11.- Il Calaton-Cocktail, Miami, December 4
- 12.- International Volunteer Day, December 5
- 13.- Latino Impact Summit-LIS, New York, 11 and 12 of December
- 14.- Visit to Passion Association, Guatemala, 18 of December

**2017**

- 1.- Meeting with Scholars, Mexico, June 5
- 2.- Cocktail 300 built schools, Guatemala June 14-15
- 3.- Emotional Intelligence Seminar, Guatemala June 14-15
- 4.- Cala Method Seminary, Guatemala June 14-15
- 5.- Gala Dinner Leadership, Panama, September 13
- 6.- Gala Dinner and Art Auction Cala, Miami, November 3
- 7.- Latino Impact Summit ( LIS), New York, November 30



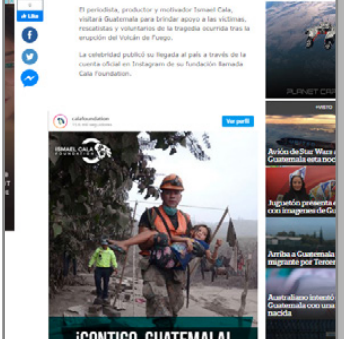
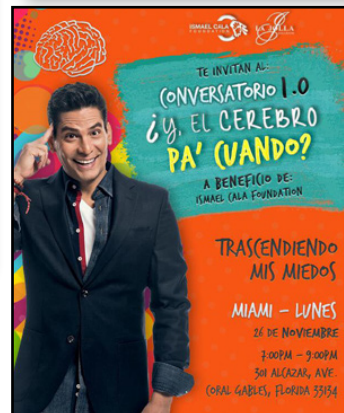
The presence in the media went from 29 printed notes in 2017 to a total of 36 press reviews in 2018. The receiving media were: Diario Extra, Teletica (news), Diario de las Américas, PublineWS, Noti-america.com, Prensa-libre.com, Opinionynoticias.com, Soy502.com, Efe.com, La prensa grafica.com, MiamiDiario.com, Sun-sentinel.com, Tunoticiapr.com and Tu revista social.

In the audiovisual media and networks, its exposure level increased from 65 minutes in 2017 to more than 3 hours of transmission in 2018, a 189% increase in one year. The interviews on television channels were in the program “A new day” of Telemundo and in the program “Awake America” of Univisión. In social networks, the foundation already has 24,186 followers (3,933 on Twitter, 9,032 on Facebook and 11,221 on Instagram), 64% more than in 2017.

## PUBLIC PRESENCE

	2017	2018	Increase
Events / visits	<b>7</b>	<b>14</b>	<b>100%</b>
Reviews in print media	<b>29</b>	<b>36</b>	<b>24%</b>
Transmission time	<b>1 hour 5 min</b>	<b>3 hour 8 min</b>	<b>189%</b>
Followers social networks	<b>14.736</b>	<b>24.186</b>	<b>64%</b>

# Online visibility



Eventos Notas

ver todas las Notas

entador y estratega Ismael Cala firma alianza con Passi...  
temala para reducir los índices de desnutrición  
ica y la pobreza extrema



entador y estratega Ismael Cala anunció su alianza con Passi...  
ación Guatemala para visibilizar los problemas sociales y trabajar p...  
arrollo de la región. Tanto Cala como el Dr. Mark Arellano, de Passi...  
ación Guatemala, celebraron la temporada navideña junto a sobre  
ñíos, a quienes entregaron donaciones de alimentos y juguetes.

feliz y orgulloso por esta alianza. Después de colaborar en proyec...  
ores, ahora tenemos este tercer programa con el Centro de  
cción de la 'Desnutrición Crónica', señaló Cala. Destacó, además,  
ro objetivo es visibilizar ante la sociedad guatemalteca la necesida...  
lucir los índices de desnutrición crónica y pobreza extrema que  
in el país".

Mark Arellano explicó, en tanto, "hace año y medio, Cala llegó a  
mala para un evento de conciencia social y empoderamiento con e...  
recaudar fondos. Este fue el primer aporte que dio origen a la  
ucción del Centro de Prevención de la Desnutrición Crónica en El  
o Anunciación Chivoc, en San Juan Sacatepéquez. Posteriormente, se  
on varios empresarios locales y otras personas, a quienes  
ecemos".

mala ocupa el sexto lugar a nivel mundial entre los países con  
fricción crónica, según UNICEF. El 52 por ciento de los menores de  
años padecen desnutrición crónica y cerca de tres millones de  
maltecos carecen de acceso al agua potable.

Guatemala Ciudades Deportes Internacional Economía Vida Studio Opinión

El periodista y motivador cubano Ismael Cala llegó este sábado a Escuintla para hacer una visita a la zona cero del Volcán de Fuego, como ahora se le conoce a lo que queda de la comunidad San Miguel Los Lotes.

For Enrique Paredes 23 de junio de 2018 a las 18:06h

Archivado en: Tragedia volcán Volcán de Fuego 2018



Ismael Cala dicta plática motivacional a rescatistas y víctimas de la tragedia del Volcán de Fuego (Foto Prensa Libre: Enrique Paredes)

Durante el recorrido, quedó impactado al observar el desastre que dejó la erupción del coloso, así como de la solidaridad de muchas personas que aún siguen llegando con comida para quienes continúan con los trabajos en esa zona.

El motivo de su visita fue dictar una plática motivacional dirigida a rescatistas de diferentes instituciones que colaboraron en la zona cero. La cita fue en el estadio Armando Berillas, zona 2 de Escuintla.

Cala compartió sus impresiones de la tragedia, de la cual se enteró cuando estaba de gira de trabajo por Europa. "He estado en múltiples ocasiones en este hermoso país y lo amo, razón por la que sentí mucho dolor al observar esas imágenes devastadoras que recorrieron todo el mundo", explicó.



**CALATÓN**

TIENES EN TUS MANOS LA POSIBILIDAD DE CAMBIAR UNA VIDA

04 DE DICIEMBRE 2018

Conéctate al Instagram Live @Calafoundation @ismaelcala - 6:00pm

ISMAEL CALA FUNDACIÓN

**CALATÓN DICIEMBRE 2018**

ERIKA ENDER



DESNUTRICIÓN INFANTIL EN GUATEMALA

La Fundación Ismael Cala y la Passi...  
La Fundación Ismael Cala y la Passi...  
Los líderes de ambas organizaciones...  
"Hace año y medio, Cala llegó a Guatemala...  
"Este año y orgulloso por esta alianza...  
El Centro de Prevención de la Desnutrición...  
Visita a la zona cero del Volcán de Fuego...

420 jóvenes hispanos en situación de vulnerabilidad serán favorecidos con el «Calatón»

El programa de este año...  
Por Redacción Miami Diario

La Fundación Ismael Cala y Passi...  
La Fundación Ismael Cala y Passi...  
- Según UNICEF, el 52% de los menores de cinco años padecen desnutrición crónica y cerca de tres millones de personas carecen de acceso a agua potable en el país.  
- Ismael Cala y el Dr. Mark Arellano celebraron la Navidad junto a más de 350 niños en San Juan Sacatepéquez y entregaron donaciones de alimentos y juguetes.  
CIUDAD DE GUATEMALA, 17 de diciembre de 2018  
DURANTE LA VISITA...  
ACORDA DE LA FUNDACIÓN ISMAEL CALA  
Organización sin ánimo de lucro...  
ACORDA DE LA RESPONSA ASOCIACIÓN QUINTEVALA  
Nació bajo la tutela de su fundador...  
UNICEF: Una esperanza

# FOUNDATIONAL PROGRAMS

The Ismael Cala Foundation has designed three corporate programs linked to the channeling of scholarships for young people, to the strengthening of social development organizations and to the training of adolescents in emotional leadership and entrepreneurship; during 2017 and 2018 the first two programs have been developed.



## CHANNELING OF SCHOLARSHIPS FOR EDUCATION AND TRAINING OF YOUTH

To promote education and training of young people through the channeling of scholarships for courses and / or careers to help its personal and professional improvement.



## STRENGTHENING OF ORGANIZATIONS SOCIAL DEVELOPMENT

To contribute to the consolidation of new social enterprises in Latin America that deal with problems in vulnerable populations, as well as strengthen established Social organizations that require a new impulse to guarantee their social and economic sustainability



## ACADEMIC CENTER FOR LEADERSHIP IN ACTION - CALA

To contribute to the formation of adolescents in emotional leadership and entrepreneurship

## Program Channeling of Scholarships for Education and Training of Youth



**The Ismael Cala Foundation** establishes alliances with universities to channel scholarships towards young people. Also it signs agreements with social development organizations in the region that identify and follow up young people with limited resources and who wishes to study. Doing so, it facilitates the opportunities for study and training of Latin American youths in situations of social risk, and favors its future labor insertion or development of an entrepreneurial activity.



At the moment there are 2 academic alliances for the channeling of scholarships under the modalities online, blended and face-to-face. The alliance with the Westfield Business School (WBS) in the United States allows 30 scholarships to be awarded (13 EMBA and 17 MBA); and in the case of the alliance with the Technological Business University of Guayaquil (UTEG) it includes 182 scholarships (60 bachelor's degrees, 2 master's degrees and 120 courses). The Foundation offers scholarships for the courses "Marketing for entrepreneurs", "Learn to be an entrepreneur", "Social networks with an entrepreneurial approach", "Scientific writing", "Digital metrics" and "Strategic planning for SMEs". The bachelor's degrees are "Business Administration", "Tourism", "Marketing", "Finance", "Economy" and "Foreign Trade". The postgraduate offer is in the area of "Marketing" and "Administration".

**The Ismael Cala Foundation** has 16 agreements with social organizations for the process of applying for and monitoring the fellows: Junior Achievement, World Vision, Jean Maggi Foundation, Omar Dengo Foundation, Solidarity Mentors, SOS Children's Villages, Passion Association, Las Golondrinas Foundation, Open Doors Foundation, Afro Chamber of Popular Economy, Communitas DEI Foundation, Children of Morán Foundation, Civil Association I learn and undertake, Civil Association Girl Scout Civil Association Damas Salesianas and Superatec. Other organizations and applicants are:



**PROGRAM CHANNELLING OF SCHOLARSHIPS FOR EDUCATION AND TRAINING OF YOUTH**

COUNTRY	ORGANIZATIONS	SCHOLARSHIPS	LOCALIDADES
Argentina	Jean Maggi Foundation and Junior Achievement	16	Córdoba y Mendoza
Colombia	Las Golondrinas Foundation and Junior Achievement	17	Medellín, Cali, Bogotá y Amazonas
Ecuador	Chamber Afro of Popular Economy and Junior Achievement	1	Guayaquil
El Salvador	Junior Achievement	9	San Salvador, Usulután, San Miguel
Costa Rica	Omar Dengo Foundation and Junior Achievement	9	San José y Puntarenas
Guatemala	Passion Association	3	Chinautla y La Florida
Honduras	World Vision y Junior Achievement	11	Tegucigalpa
Nicaragua	Solidarity Mentors and SOS Children's Villages	18	Managua
Panamá	Open Doors Foundation	11	Panamá, Chiriquí y Herrera
Perú	Junior Achievement	2	Lima
Dominicana	World Vision	4	Dominicana
Venezuela	CDEI Foundation, Children of Moran Foundation, I learn and undertake, Scouting Guides, Junior Achievement, Salesian Ladies and Superatec	106	Caracas, Barquisimeto, El Tocuyo, Porlamar y Maracaibo
Chile	Open contest	1	Santiago de Chile
Cuba	Open contest	1	Santiago de Cuba
Estados Unidos	Open contest	1	Miami
<b>15</b>	<b>16</b>	<b>210</b>	<b>29</b>

**ismael Cala Foundation** is directly responsible for carrying out the process of analysis, selection and assignment of scholarships. For that purpose it organizes 6 competitions during the year. The scope of the program during the year 2018 shows an increase in the number of available scholarships, alliances established, beneficiary countries, organized competitions, applications received and scholarships assigned, which is equivalent to a 60% annual growth in scholarships assignation.



### CHANNELLING OF SCHOLARSHIPS

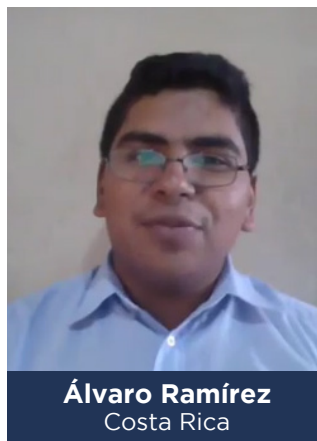
	2017	2018	Growth	2018	Cumulative
Scholarships available	142	212	49%	212	354
Academic alliances	3	2	-	2	5
Allied organizations	14	16	14%	16	16
Countries benefited	9	15	66%	15	15
Scholarship contests	2	6	200%	6	8
Applications received	148	347	135%	347	495
Scholarships assigned	131	210	60%	210	341
Events / visits	1	1	-	1	2
Amount in \$	550,580	1,049,550	91%	1,049,550	1,600,130



In order to facilitate opportunities for study and training of Latin American youth in social risk situations, and in favor of its future labor insertion or development of an entrepreneurial activity, the Foundation keeps detailed records of 210 scholars who have a total of 215 scholarships assigned. Some fellows have benefited from two scholarships for courses.

The main indicators of the scholarship distribution show that the highest allocation is to women (58%) and to young people who completed secondary school (50%) and / or university studies (22%). The allocation of scholarships during the last year has been to take courses (61%), study degrees (29%) and graduate (10%). The on-line education modality is the most used (99%) and is the one that allows to achieve a geographical projection in 15 countries.

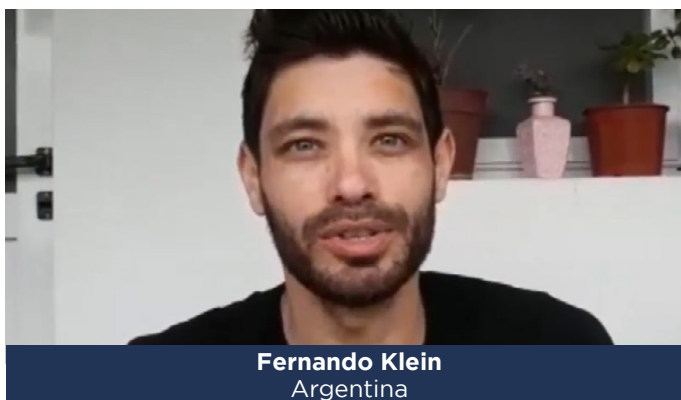
At the end of the year 2018, the selected scholars have an 80% efficiency, 41% of the scholars have already been certified and the remaining 39% are studying. 4% have not yet registered, 6% are registered but have not started the training process, while 10% did not complete the training they started.



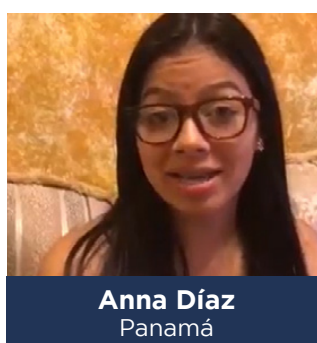
**Álvaro Ramírez**  
Costa Rica



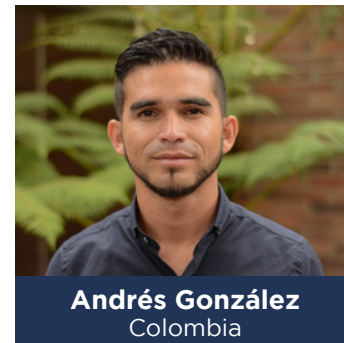
**Angie Estrada**  
Guatemala



**Fernando Klein**  
Argentina



**Anna Díaz**  
Panamá



**Andrés González**  
Colombia

### SCHOLARSHIPS AND SCHOLARSHIPS PROFILE

GENDER OF FELLOWS				AGE OF FELLOWS			
	WOMEN	MENS	TOTAL		Under 20 years	Over 20 years	TOTAL
N	121	89	210	N	95	115	210
%	58	42	100	%	45	55	100

### NIVEL EDUCATIVO DE BECARIOS

	Incomplete High School	Complete High School	Incomplete technician	Complete technician	Incomplete University	Complete University	N/D	Total
N	18	104	7	7	25	46	3	210
%	9	50	3	3	12	22	1	100

### CURRENT STATUS OF FELLOWS

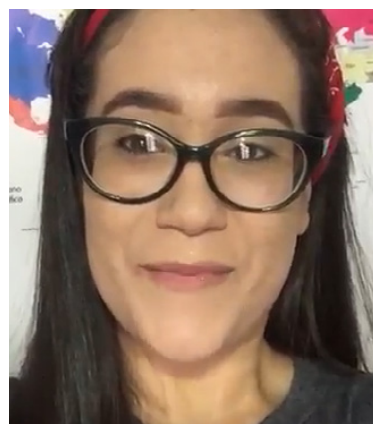
	Not registered	Do not start	No complete	Studying	Certificate	Total
N	7	13	21	82	87	210
%	4	6	10	39	41	100



**Viviana Cabrera**  
Argentina



**Emmanuel Giraldo**  
Colombia



**Mariana Pulgar**  
Panamá



**Mateo Peralta**  
Argentina



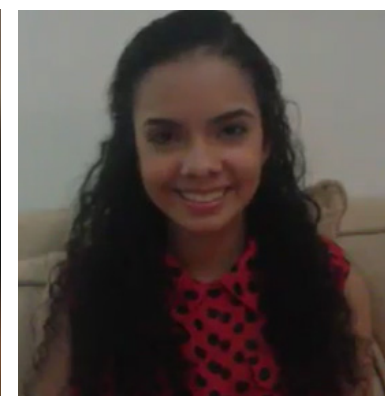
**Gabriela Valladares**  
El Salvador



**Fabiana Romero**  
Venezuela



**Sabrina Moreno**  
Venezuela



**Bianca Abril**  
Panamá

### SCHOLARSHIPS CLASSIFICATION BY TYPE OF STUDIES

	Short Courses	Bachelor's degrees	EMBA / MBA / Máster	TOTAL
N	132	62	21	215
%	61	29	10	100

### SCHOLARSHIP EDUCATIONAL MODE

	On line	Blended	Presencial	Total
N	214	0	1	215
%	99		1	100



## Measuring the impact of the Scholarship Program

As a non-profit social development organization; the motivation to work every day is to feel that we can generate a change in society; For this reason, the objective of the scholarship channeling program is not only to provide opportunities for studies to Latin American youth but that these courses/careers are useful for them to be inserted in the labor world, undertake a project or improve their quality of life.



Tools that can help you measure the SDGs



In this sense, for Ismael Cala Foundation it is vital to monitor its beneficiaries once they finish their studies as ICF fellows; However, this work is not so simple in the social area, so it seeks advice and creates an alliance with CUANTIX, an organization that specializes in measuring impact in organizations such as ICF and thus measuring the impact of the founding work, and verify if the effort as an organization is aimed at achieving the objectives of the program.

That is why since October 2018, it has been collecting information on its beneficiaries at different times: before starting classes, during (if it is a long career), and after completing the studies, with the purpose of comparing the data and understanding If the tools granted to them allowed them to insert themselves into the world of work, undertake a project or simply improve their income.

## Program for Strengthening Social Development Organizations



**Ismael Cala Foundation** identifies organizations that merit institutional strengthening in Latin American countries, may be new social ventures that they arise to address fundamental problems present in the most vulnerable populations, as well as social organizations with a trajectory that require a new impulse to guarantee their social and economic sustainability. It establishes as a priority of selection those organizations with little visibility and with difficulty in obtaining funds for its operation.



Once identified, it seeks a national ally to work together for the strengthening of the selected organization and finances a project that aims at its operational continuity, improved quality of care, increased coverage, infrastructure overhaul, essential equipment



provisioning and new services to the people. He is also interested in granting financial financing to a specific project, increasing the visibility of the social cause, the collection of new donations and volunteers and greater public recognition, hence the Complementary technical support offered to strengthen their organizational capacities.

During 2018, the geographical scope of this program was located in Guatemala, Venezuela and in the United States with a projection towards Latin America. Organizations to be strengthened were identified: Passion Association, National Coordinator for Disaster Reduction (CONRED) and World Vision of Guatemala; the Flor de la Esperanza Foundation in Venezuela; and the organization Latino Impact Alliance with projection in Latin America. The national allies were the Foundation Hogar Nueva Esperanza in Guatemala, the CDEI Foundation in Venezuela and the Pvblic Foundation in the United States. Three initiatives were developed in Guatemala this year, following the eruption of El Fuego Volcano that generated unfortunate repercussions.





## Scopes and achievements 2018

COUNTRY	ORGANIZATION	ALLIED	POPULATION	FINANCED PROJECT
Guatemala	Passion Association	Foundation Hogar Nueva Esperanza	400	In San Juan de Sacatepéquez it was promised that this ally would support the construction of the New children's nutritional center.
Guatemala	CONRED	Punto 3	450	In Sacatepéquez / Escuintla, a motivational talk was made to rescuers of the Volcano of Fire.
Guatemala	World Vision	Cala Speakers VMLY&R	332	In Titiltepeque (Jutiapa) collected toys were donated to children affected by tragedy.
Venezuela	Foundation Flor de la Esperanza	Foundation CDEI	250	In El Tocuyo, Lara state, the expansion of the children's nutrition program "Haré-paz" is supported.
Estados Unidos	Latino Impact Alliance	Pvblc Foundation	200	The Latino Impact Summit was supported at the United Nations headquarters in New York.
<b>3</b>	<b>3</b>	<b>6</b>	<b>1.632</b>	



**National Coordinator for Disaster Reduction (CONRED, Guatemala).** Initially it was the National Emergency Committee of Guatemala (1969) that later became CONRED (1996) as an entity in charge of preventing, mitigating, attending and participating in the rehabilitation and reconstruction of the damages derived from the occurrence of disasters. It has Immediate Response Teams, Emergency Operations Center, Incident Command System and the Unit for Damage Assessment and Needs Analysis. <https://conred.gob.gt/site/index.php>



**World Vision Guatemala.** International Christian humanitarian aid organization created in 1950 based in London, aimed to cooperate in development and social services in Guatemala since 1977 as an independent foundation. It develops the programs Nutrition and health (“Common pot” and “Growing up healthy”), Education (“Reading comprehension”, “Center of integral development”, “Center of artistic development”, “School of vacations” and “Parenting with tenderness” ), Emergency management (“Livelihoods and resilience” and “Emergency prevention and care”) and Community advocacy and organization (“Child protection offices”, “Solidarity fas” Leading Networks”, among others <https://www.worldvision.org.gt/>



**Flor de la Esperanza Foundation, Venezuela.** Since 2015, this foundation created in Barquisimeto promotes sensitive education and child leadership with a gender focus in Lara state. It develops the programs: Flor de la Esperanza (training through art aimed at girls with high capacities), Madiba (education in values through rugby aimed at children with hostile behavior), Haré-paz (provision of daily school breakfasts to children and girls to reduce school dropout) and Student Scholarships (online courses and careers for young people in partnership with Communitas Dei and Cala Foundation). <http://fundacionflordelaesperanza.com/la-fundacion/>



**Latino Impact Alliance.** Born from the Latino Impact Summit (LIS) event, as an initiative to promote the generation of alliances for the growth and sustainable development of America. Created by the Pvblic Foundation and the Ismael Cala Foundation, in partnership with UNCTAD (United Nations Conference for Trade and Development). It is proposed as a model: connect leaders of the region to generate alliances that transform America; educate leaders of America on the 2030 Agenda for Sustainable Development; and make visible the impact of the work done by the leaders and the alliances that arise for the growth of the region. <https://www.alianzadeimpactolatino.org/alianza>



**Passion Association (A Hand for Guatemalan Children).** Created in 2010 by Dr. Mark Arellano, who was awarded a 15-year scholarship to become a medical surgeon, with the vision to organize a comprehensive fight against extreme poverty in his native country. Also to get resources to improve the quality of life and integral development of children in vulnerable communities and in situations of economic and social risk. Its programs are: Food Bank, Social Canteens, University Scholarship Program and Centers for Child Malnutrition Prevention. <http://www.passionguate.org/>

**The scope of the program during this year of execution has been as follows:**

**INSTITUTIONAL STRENGTHENING**

	2017	2018	Growth	Acumulated
Beneficiary Countries	5	3	-	5*
Supported Organizations	6	5	-	9**
Allies	4	6	50%	10
Events	9	11	22%	20***
Population coverage.	4.249	1.632	-	5.881
Amount in \$	106,241	60,595	-	166,836

- \* Repeat countries
- \*\* Repeat organizations
- \*\*\* Fundraising events / Visits to generate alliances





The impact of the institutional strengthening program can be seen in terms of increasing coverage, staff, volunteering and visibility in supported organizations, as well as in new ones services created and what the contribution granted in relation to the total income in the recipient organizations means. The effects of cooperation will be noted in later years.

## IMPACTS ON THE SUPPORTED ORGANIZATIONS

### **COVERAGE**

The Flor de la Esperanza Foundation Serves Venezuelan children through its nutritional care program “I will make peace”. With the contribution received from FIC, the organization was able to serve 250 additional children during 2018.

### **SERVICES**

The Guatemalan organization Passion Association now has two new services based on FIC support for two consecutive years. In San Juan de Sacatepéquez, they built a nutritional center to serve 150 children in 2017, and inaugurated a second nutritional center for the care of 400 infants in 2018.

### **BUDGET**

At the end of 2017, the Casa Hogar Buen Samaritano of Panama received the contribution managed thanks to the gala held in that country within the framework of the alliance between ICF and the Office of the First Lady. This donation was for the amount of \$ 50,000 equivalent to 29% of its total income. These funds that were applied during the year 2018 allowed to add to the fulfillment of its mission the provision of shelter and physical, psychological and spiritual care to people living. with HIV-AIDS, as well as to manage prevention campaigns in schools, universities and communities.

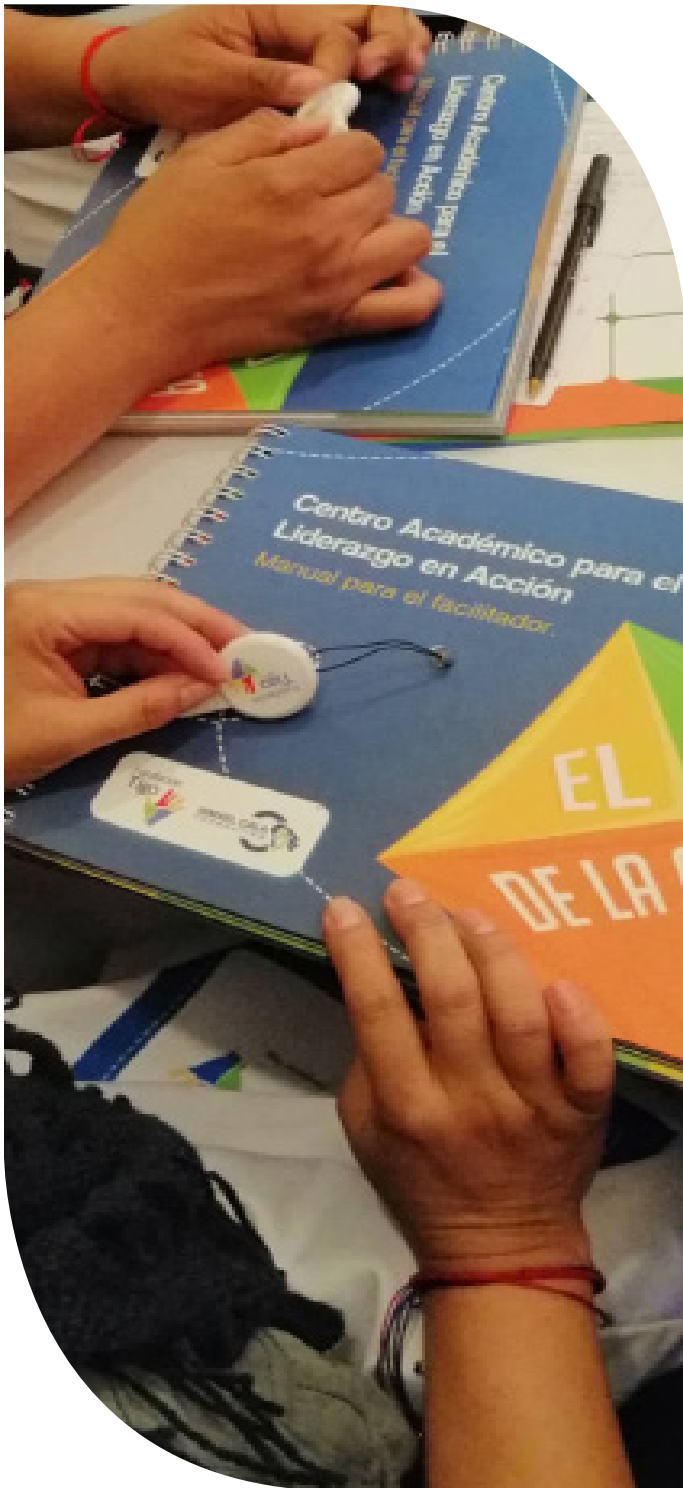
# C.A.L.A. Program

(Academic Center for Leadership in Action)  
of Emotional Leadership and Entrepreneurship



In 2018 begins the adaptation of the CALA Academic Center for Leadership in Action project, with a view to being implemented in Guatemala during the year 2019. During this year Guatemala will carry out the pilot test of “The Flight of the Kite” in 5 schools located in Cdad. de Guatemala and beneficiaries of the ABC Digital program (classrooms, bathrooms and kitchens) of Fundación Tigo, strategic - financial ally in the country. The CALA Program aims to promote the formation of adolescents between 13 and 17 years of age, in emotional leadership and entrepreneurship through the Learning Centers for Leadership in Action (CALA).





The theory of change proposed by **“The Kite’s Flight”** aims to collaborate in the reduction of 3 indicators that motivate the formulation of this project:

**1) 4 out of 10 students do not finish high school.** (BID)

**2) Leadership and negative examples are becoming prototypes of “success”**

**3) A high percentage of students stop attending classes due to lack of interest or fear of being physically or verbally assaulted in their schools.** (BID - Unesco).



**Fundación Tigo**, the social arm of Tigo Guatemala, operates in three areas: Education Programs: Digital Schools, ABC Schools, Digital / Schools, ABC / Digital Schools, and Millennium Schools, have delivered 349 schools to the Ministry of Education 22 departments across the country, benefiting more than 93,000 children. Special Projects: cell phone recycling. Health Projects where they take drinking water to schools and communities and Transparency in the government administration and in the private sector of Guatemala. It is an organization committed to improving the quality of life index of Guatemalan communities; creating, developing and executing programs and digital solutions that cause a real impact in the country. <http://www.fundaciontigo.org/>

# BALANCE 2018

## ISMAEL CALA FOUNDATION

FOUNDATION		2017	2018
<b>DIRECTIVE</b>	Directors	7	9
	Activities	73	42
	Hours of dedication	178	327
	Cash contribution	-	8,000
<b>VOLUNTEERING</b>	Volunteers	37	111
	Hours volunteering	1.100	737
<b>MOBILIZATION</b>	Collection	156,928	97,102
	Valuation \$	850,328	1,167,660
	Fundraising events		
	Scholarships	2	6
	Financial allies	142	212
	Events	22	9
<b>PRESENCE</b>	International visits	7	14
	Press reviews	3	5
	Interviews in TV	29	36
	Time on TV	-	2
	Collecting goods campaigns	1h 5min	3h 8min
	Followers in social net-works	1	1
		14.736	24.186
<b>PROGRAMS</b>	Programs designed	3	3
	Programs on the way	2	2

CHANNELLING OF SCHOLARSHIPS PROGRAM			
<b>AVAILABILITY</b>	Available scholarships	142	212
	Scholarships for courses	20	120
	Scholarships for B.A.	120	60
	Scholarships for Master	-	32
	Academic alliances	3	2
	Allied Organizations	14	16
<b>ASSIGNATION</b>	Contests done	2	6
	Scholars	131	210
	Efficiency level	-	80%
			41%
	Certified scholars	-	
	Scholars taking courses		39%
	Countries on the program	9	15

PROGRAM FOR INSTITUCIONAL STRENGTHENING			
FULFILMENT	Strengthened organizations	6	5
	Allied organizations	4	6
	People included	4.249	1.632
	Countries included	5	3
IMPACT	Additional coverage (persons)	-	800
	Additional incomes	-	29%

INSTITUTIONAL, GEOGRAFIC AND POPULATION SCOPE		
<b>POPULATION SCOPE</b>	<b>19.153</b>	<b>26.645</b>
Volunteers	37	111
Attendants at events	-	506
Network followers	14.736	24.186
Scholars	131	210
People under care of organizations	4.249	1.632
<b>INSTITUTIONAL SCOPE</b>	<b>42</b>	<b>30</b>
Financial Allies	22	9
Allied organizations for scholarships	14	16
Strengthened Organizations	6	5
<b>GEOGRAFIC SCOPE</b>	<b>10</b>	<b>15</b>

## RESUME OF ACHIEVEMENTS AND SCOPE 2018

	Favored countries	Favored organizations	Allies Alliances	Events contest	Visits meetings	Persons favored Scholarships	Estimated Value \$
<b>Streng.</b>	<b>3</b>	<b>5</b>	<b>6</b>	<b>11</b>	<b>2</b>	<b>1.632</b>	<b>60,595</b>
<b>Schol.</b>	<b>12</b>	<b>16</b>	<b>2</b>	<b>6</b>	<b>1</b>	<b>212</b>	<b>1,049,950</b>
	<b>15</b>	<b>21</b>	<b>8</b>	<b>17</b>	<b>3</b>	<b>1.844</b>	<b>1,110,545</b>



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**To our volunteers...  
Compromise and excellence with  
the Foundation...**

# ¡THANKS!

### Companies

Cala Speakers  
Publicidad VMLY&R  
La Jolla Ballroom  
Punto 3  
Sweet & Salty by Anita

### Foundations

Fundación CDEI  
Fund. Hogar Nueva Esperanza  
Defensa Civil Guatemala (CONRED)

### Universities

Westfield Business School  
UTEG

### Allied Social Development Organizations

Fundación Omar Dengo  
Junior Achievement Américas  
Mentores Solidarios  
Passion Asociación  
Worldvision  
Fundación las Golondrinas  
Fundación Hijos de Morán  
Fundación CDEI  
Fundación Puertas Abiertas  
SOS Aldeas Infantiles  
Cámara Afro de Economía Popular  
AC Aprendo & Emprendo  
AC Guías Scouts  
Fundación Jean Maggi  
AC Damas Salesianas  
Superatec  
Fundación Flor de la Esperanza  
Casa Hogar El Buen Samaritano (CHEBS)

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Bertha Moreno  
Lorena Susso  
Ana Zarraga  
Adriana Martin  
Bertha Fernández  
Elizabeth Castillo  
Patricia Pradilla  
Jackie Smith  
Maria Paula Murra  
Caro Koenig  
Carolina Di Fiore

### **Corporate volunteers**

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Bertha Moreno  
Deyvis Garcia  
Jacques Giraud  
Jorge Suarez  
Lorena Susso  
Moe Morales  
Tamara Zyman  
Tomás Morales  
Wendy Sayago  
Xcris Tsopelas  
Yonaida Correale  
Hector Rodríguez

### **External volunteers**

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Alejandro Tremola  
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Ana Zarraga  
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Cecilio Morales  
Claudia Ortíz  
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Samar Yorde  
Sonia Guerra  
Valentina Tamayo

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# BETTER TOGETHER

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