

ISMAEL CALA
FOUNDATION



MANAGEMENT REPORT 2019

BETTER TOGETHER



BOARD OF DIRECTORS

Ismael Cala
Mireya Cisneros
Carmen Richards
Harold Sinnott
Juan P. Casimiro
Estrella Flores
Bruno Torres (advisor)
Jorge Suarez (advisor)

EXECUTIVE DIRECTOR

Dilcia Ruan
Ambassador
dilcia@calafoundation.org

Program of Institutional Strengthening
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Coordinator
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Scholarship Channeling Program
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CALA Program
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Melissa Guerra
Coordinator Guatemala

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BALANCE 2019

ISMAEL CALA FOUNDATION

FOUNDATION		2017	2018	2019
DIRECTIVE	Directors	7	9	9
	Hours of dedication	178	327	393
	Cash contribution (\$)	-	8.000	17.050
VOLUNTEER	Volunteers	37	111	99
	Hours volunteer	1.100	737	2.235
MOBILIZATION	Budget(MM \$)	1,0	1,2	1,0
	Fundraising events	2	6	4
	Scholarships achieved	142	212	60
	Financial allies	22	9	7
PRESENCE	Events	7	14	11
	International visits	3	5	4
	Media reviews	29	36	132
	Exposure time (')	65	188	61
	Campaign raising species	1	1	-
	Followers social networks	14.736	24.186	32.702
PROGRAMS	Programas diseñados	3	3	3
	Programas en ejecución	2	2	3

SCOPE POPULATION, INSTITUTIONAL AND GEOGRAPHIC			
POPULATION REACH	19.153	26.645	35.024
Volunteers	37	111	99
Attendees at events	-	506	783
Followers of social networks	14.736	24.186	32.702
Scholarship program (scholarship recipients)	131	210	56
Strengthening Program (population served)	4.249	1.632	905
Cala Program (population served)	-		479
INSTITUTIONAL SCOPE	42	30	25
Financial allies	22	9	7
Allied organizations for scholarships	14	16	9
Strengthened organizations	6	5	5
Educational centers served	-	-	5
GEOGRAPHICAL SCOPE (COUNTRIES)	10	15	8



		2017	2018	2019
PROGRAM CANALIZATION GRANT				
EXECUTION	Academic Partnership	3	2	1
	Allied organizations	14	16	8
	Competitions made	2	6	10
	Fellows supported	131	210	56
	Countries attended	9	15	6
	Investment (donated value \$)	\$550,580	\$1,049,550	\$640,950

		2017	2018	2019
INSTITUTIONAL STRENGTHENING PROGRAM				
EXECUTION	Strengthened organizations	6	5	5
	Organizations	4	6	3
	Events-organized visits	9	11	3
	Poblation served	4.249	1.632	905
	Countries served	5	3	3
	Investment (\$)	\$106,241	\$60,595	\$30,795

		2017	2018	2019
ACADEMIC CENTER PROGRAM FOR LEADERSHIP IN ACTION - CALA				
EXECUTION	Educational centers			5
	Teachers and facilitators			31
	Sessions held			180
	Students trained			448
	Countries served			1
	Investment (\$)			\$92,935

MANAGEMENT REPORT 2019



The Ismael Cala Foundation was created in the year 2015 as an expression of the social commitment of Ismael Cala and its companies, is a private foundation - non-profit organization committed to the Latin American region. Ismael Cala is a life and business strategist, best-selling author, and international speaker specializing in leadership, entrepreneurship, corporate happiness, organizational culture, executive mindfulness, assertive communication, and innovation.



The company **Cala Enterprises**, sponsor of the foundation, has the mission of awakening and raising awareness in people and organizations, providing solutions to generate happiness, growth and excellence; for which it offers conferences, business solutions, individual solutions, travel organization, book sales and rental of radio and television studios.

MISSION

In alliance with other foundations, academic institutions, and companies in the region, it promotes emotional leadership, vocational guidance, and education programs for vulnerable Hispanic children, adolescents, and youth in the United States, Latin America, and the Caribbean.

VISION

Contribute to developing the infinite potential that human beings possess to increase their well-being and social progress.

VALUES

- Commitment
- Integrity
- Inclusion
- Diversity

Career: the first five years



2015 Convenes its first board of directors: Ismael Cala, Bruno Torres and Augusta Silva. First fundraising event “Gala Dinner” in Costa Rica. Financing of the training program for the employability of the Omar Dengo Foundation in favor of 85 young people with mild cognitive disabilities, and of the Techo Foundation School Learning Program for the integral development of 50 children.



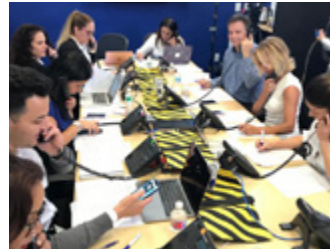
2016 It incorporates new members to its board of directors: Juan Casimiro, Carmen Richards, Mireya Cisneros and Harold Sinnott, along with Bruno Torres and Franklin Mirabal as advisers. Creates the Executive Direction: Dilcia Ruan. Make registration and processing of tax exemption. The organization’s mission and vision are formulated. Designs the “Scholarship Channeling”, “Institutional Strengthening” and “CALA” programs. He joins the Public Foundation as an ally for the annual “Latino Impact Summit” held at the United Nations headquarters. Launches their website.

2017 Organize two “Gala Dinner” fundraising events. Produces the micro “Let’s talk about depression”. The scholarship program begins in alliance with the NetxU academic centers, Atlantis University and Urbe University. Channels 131 scholarships in 9 countries. The Institutional Strengthening Program supports 6 organizations. Make visits to Mexico, Guatemala and Panama. It manages to mobilize 1 million dollars of funds.



2018

A metallic contribution allocation is decided by the directors. Campaign “No child without a toy”. Organize 5 international visits. Incorporates as “fundraising events” the “Conversatorios” and the “Calatón”. Sign alliance with Westfield Business School. It channels 210 scholarships in 15 countries. Strengthens 5 social organizations. He designs the project “The flight of the kite”. It establishes an alliance with Cuantix for impact measurement. The group “Friends of the Ismael Cala Foundation” appears.



2019

He received recognition as “PeaceBuilder” from the Ministry of Justice and Peace of Costa Rica. It has agreements with Westfield Business School for scholarships, with the Samsung company for institutional strengthening, and with the Tigo Foundation to develop the first pilot of the Cala Program. Organize the first “Service Trip” as a new fundraising event. Achieve 132 reviews in the media. Executes the pilot project “The kite flight” in Guatemala: 31 trained facilitators, 448 benefited students and 5 host schools.





Strategic driving

The corporate governance of the Ismael Cala Foundation is made up of a Board of Directors and an Executive Management. The Board of Directors is made up of **7 directors and 2 advisers**, chaired by Ismael Cala, and with a level of commitment in the strategic direction demonstrated by their participation in the activities and by the time dedicated to the foundational activity.

Directors have visited countries where the foundation develops programs, have participated in fundraising events, and have directed and administered the organization.

During 2019, they dedicated **393 hours of volunteer work to the foundation**, some 66 hours more than the previous year, and 48% of the total were offered directly by Mr. Ismael Cala.

The board, in addition to participating in two meetings of directives made during the year, he assigned a cash contribution to the foundation, in addition to his volunteer work, which doubled the amount of the previous year. The executive management of the foundation is made up of four people: 1 responsible for the management and 3 as coordinators of program execution.

BOARD OF DIRECTORS	Hours of dedication			Contribution of directors	
	2017	2018	2019	2018	2019
<i>Ismael Cala</i>	74	130	187	-	\$3,000
<i>Mireya Cisneros</i>	8	6	2	\$5,000	\$5,000
<i>Carmen Richards</i>	10	10	2	\$1,500	\$3,500
<i>Harold Sinnott</i>	20	25	17	-	-
<i>Juan P. Casimiro</i>	16	15	22	-	\$1,000
<i>Franklin Mirabal</i>	4	3	NA	\$1,500	NA
<i>Estrella Flores</i>	NA	1	3	-	\$4,550
<i>Bruno Torres (adviser)</i>	46	115	143	-	NA
<i>Jorge Suarez (adviser)</i>	6	22	17	-	NA
Total	178	327	393	\$8,000	\$17,050



Corporate volunteering

The **Ismael Cala Foundation** has volunteers for the execution of its programs and for the organization of fundraising events. During 2019, it committed **99 volunteers** (30 men and 69 women) who offered **2,235 hours of dedication** of their talent and time for free, a 165% increase over the previous year. Among the activities of the volunteer there are actions of registration, logistics, protocol, photography, video, sound, organization and participation as ceremony teachers, moderators and speakers at the different events.

	2017	2018	2019
Number of volunteers	37	111	99
Hours of dedication	1.100	737	2.235



Resource mobilization

The **Ismael Cala Foundation** mobilizes different sources of resources such as the contribution granted by its directors, the equivalent amount of volunteer hours, the support of Cala Enterprises, the allocation of scholarships by academic centers, the collection of funds through the events it organizes, and by way of royalty through free reviews in the media. The total amount for resource mobilization reached the figure of \$ 1 million in 2019.

Cala Enterprises once again offered the Foundation the physical space to operate, the partial allocation of communications and administration personnel, and assumed the payment of dedicated executive personnel exclusively to the foundational activity.

On the other hand, through the **Ismael Cala Influencer Circle (ICIC)**, a business unit of Cala Enterprises, it was decided that 10% of the value of sales will be used as a contribution to the foundational programs.



The **Ismael Cala Foundation** during 2019 organized 4 fundraising events as a financing strategy for its programs, the amount exceeded the figure of 167 thousand dollars. It has also achieved an important free presence in media equivalent to 50 thousand dollars. The foundation has an agreement with **Westfield Business School** for the scholarship channeling program, with the company **Samsung** for the organization strengthening program, and with the **Tigo Foundation** to develop the Cala leadership program.

RESOURCE MOBILIZATION	2017		2018		2019	
	AMOUNT \$	%	AMOUNT \$	%	AMOUNT \$	%
<i>Contribution of directors</i>	N/A	-	8,000	1	17,050	2
<i>Volunteer time</i>	33,000	3	22,110	2	67,050	6
<i>Cala Enterprises (ICIC)</i>	50,687	5	28,507	2	71,906	7
<i>Scholarship</i>	550,580	55	1,049,550	83	640,950	63
<i>Channeling of equipment</i>	-	-	-	-	10,470	1
<i>Collection events</i>	106,241	11	60,595	5	167,356	16
<i>Presence in the media</i>	266,748	26	96,000	7	53,850	5
Total	1,007,256	100	1,264,762	100	1.028,632	100

Public presence

March 11 In 2019, the Ismael Cala Foundation received **the recognition Peace Builder** jointly awarded by the Ministry of Justice and Peace of Costa Rica and the International Association for Human Values. During 2019 the foundation organized 6 of its own events and was invited to 3 organized by third parties, as well as 4 international visits.



Among the own fundraising events organized during the year were the conversations: **“And the brain when?”** and **“And the heart pa’cuando?”** those who attended 235 people; the event **“Gala fifty”**, a gala dinner with dance and auction to celebrate the 50 months of performance in which 350 guests participated; and the service trip initiative **“A Christmas to transcend”** with the participation of 13 donor volunteers who made two days of volunteering in Caserío Chivoc, they celebrated a Christmas party with children, they visited a group of houses in the community and the Center for the Prevention of Child Malnutrition and Human Promotion led by the Passion Association Guatemala.



He also had two meetings with 65 fellows. **The Meeting of Fellows of the Omar Dengo Foundation** in San José, Costa Rica, held at the Sheraton Hotel on March 11 with the participation of 40 people and the **Meeting of Fellows of INTECAP** (Technical Institute of Training and Productivity), held on 28 May in Guatemala City with 25 participants.

Participation in events organized by third parties was as follows: Ismael Cala, as president of the foundation, was invited by the Entrepreneurs Organization Guatemala (Global Entrepreneurship Network) to develop the theme **“Leadership and emotional intelligence”** attended by 120 people; dictated the talk **“The opportunity is you”** to 180



people deprived of liberty of the Reinaldo Villalobos Care Unit, within the framework of the event “Costa Rica breathes in peace”; and again he was the presenter of the **Latino Impact Summit LIS 2019** at the United Nations headquarters in New York, which developed the theme “Challenges and opportunities of economic growth in Latin America. Focus country: Colombia” in which 260 attendees participated. The last two events mentioned correspond to its Institutional Strengthening Program. The Foundation at its own and third party events reached an audience of **783 people**.



Representatives of the Ismael Cala Foundation made visits to **Costa Rica, Colombia and Guatemala** during 2019. In March, they participated in the event “Costa Rica breathes in peace” and the “Omar Dengo Foundation Fellows Meeting” in the city of San José; in May the “Leadership and emotional intelligence seminar” in Guatemala; Also in May was the official launch of the “Latino Impact Summit” at the “International Forum of Presidents, Leadership for Competitiveness and Development”, held by the College of Higher Administration Studies (CESA) in Colombia; and in the month of December was the aforementioned service trip to Guatemala and participation in the Latino Impact Summit 2019 at the UN - NY headquarters.



PARTICIPATION AND ORGANIZATION OF EVENTS AND VISITS

2019

- 1.- Conversation ¿And the brain pa'cuando II ?, Miami, February 21
- 2.- Talk "The opportunity is you", San José de Costa Rica, March 11
- 3.- Meeting of scholarship holders, San José de Costa Rica, March 11
- 4.- Launch of the Cala Program, Guatemala, between May 23-30.
- 5.- Fellows meeting, Guatemala, May 28
- 6.- Conversation And the heart pa'cuando III ?, Miami, May 30
- 7.- International Presidents Forum, Colombia, May 31
- 8.- Gala Fifty, Miami, September 14
- 9.- Latino Impact Summit-LIS 2019, New York, December 2
- 10.- Service trip to the Passion Association, Guatemala, December 12 to 15

2018

- 1.- Visit Nueva Esperanza Home, Guatemala, 30 January
- 2.- Forum to Eliminate Violence against Children, Costa Rica, February 7
- 3.- Conversation Communication from the soul, Miami, February 23
- 4.- I Calaton, Miami, April 17
- 5.- Conversation "Wake up with Cala", Miami, June 7
- 6.- Visit to Guatemala, Guatemala, 22 to June 24
- 7.- Conversation "The path to abundance", Miami, August 30
- 8.- Visit to the Open Doors Foundation, Panama, September
- 9.- "No child without a toy" campaign, Miami, November 5 to 29
- 10.- Conversation ¿And the brain pa'cuando ?, Miami, November 26
- 11.- II 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 Fellows, Mexico, June 5
- 2.- Cocktail 300 schools built, Guatemala June 14-15
- 3.- Emotional Intelligence Seminar, Guatemala June 14-15
- 4.- Cala Method Seminar, Guatemala June 14-15
- 5.- Leadership Gala Dinner, Panama, September 13
- 6.- Cala Dinner and Art - Auction Cala, Miami, November 3
- 7.- Latino Impact Summit (LIS), New York, November 30

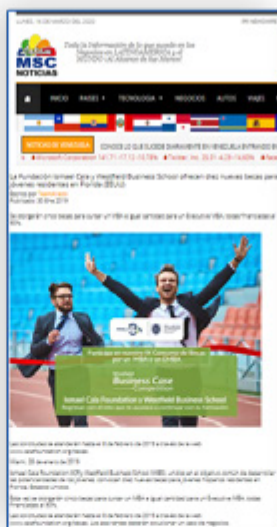
The presence in the media went from 36 appearances in 2018 to a total of **132 reviews** in 2019. The receiving media have been from Panama, El Salvador, Guatemala, Venezuela, Mexico, Canada, Bolivia, Puerto Rico, Dominican Republic and the United States. On social networks, the foundation already has **32,702 followers** (4,752 on Twitter, 11,935 on Facebook and 16,015 on Instagram), 45% more than in 2018. The foundation's history shows some 33 organized visits-events, 197 reviews in the media and 314 minutes of free transmission about his performance.

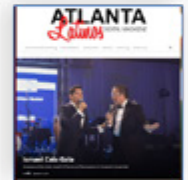


PRESENCE PUBLIC

	2017	2018	2019	Accumulated
Events / visits	7	14	12	33
Reviews in print media / interviews	29	36	132	197
Broadcast time (min)	65	188	61	314
Followers social networks	14.736	24.186	32.702	32.702

Online visibility







Scholarship Program For Youth Scholarships



Objective

Promote the education and training of young people through the channeling of scholarships for courses and / or careers for personal and professional improvement.

The Ismael Cala Foundation establishes alliances with universities to channel scholarships available to low-income youth who wish to study, thus facilitating study and training opportunities for Latin American youth in situations of social risk, in favor of their future employment or development of an entrepreneurship activity.

The alliance, for the second consecutive year, with the **Westfield Business School (WBS)** in the United States allows for 60 scholarships EMBA and

MBA in “Marketing” and “Administration”. To guarantee an effective application mechanism, it maintained agreements with various organizations and companies: Solidarity Mentors, Communitas DEI Foundation, Corona Group, Wikimujeres, Fenalco, Knowledge Unit, Banitsmo and Banco Agrícola. During 2019, 10 competitions were organized through which 56 scholarships were assigned between 27 women and 29 men, 31 for the EMBA mention and the remaining 25 for the MBA degree.

SCHOLARSHIP PROGRAM FOR YOUNG

COUNTRIES	CHANNEL MECHANISM AND APPLICATION ORGANIZATIONS	SCHOLARSHIPS
Colombia	Public contest, Banistmo, Knowledge Unit, Fenalco, Wikimujeres and Corona.	26
El Salvador	Banco Agrícola	5
Nicaragua	Contest public and Mentors Solidarity	2
Panamá	Banistmo	4
Venezuela	Public Competition and CDEI Foundation	5
United States	Public competition	14

56

Grants allocated to Women 27 **Grants allocated mention EMBA** 31

Scholarships awarded to Boys 29 **Scholarships awarded MBA** 25

The Foundation Ismael Cala carried out academic follow-up on the selected scholars during 2018 who received scholarships for courses (Marketing for Entrepreneurs, Learn to be an Entrepreneur, Social Networks with an Entrepreneurship Focus, Scientific Writing, Digital Metrics and Strategic Planning for PYMES), Bachelor's degrees (Administration Business, Tourism, Marketing, Finance, Economy and Foreign Trade) and for EMBA and MBA (Marketing and Administration). The results show that 67% of the scholarship holders are still studying or have already obtained the corresponding certification. The effectiveness is greater in the scholarships assigned for courses (81% certification), while the loss of the scholarship has been higher in the case of those assigned for undergraduate studies (65% failure).



Current Situation

GRANT TYPE	Not registered	Not completed	Failed	Studying	Certified	TOTAL
Course	-	21	3	-	105	129
Degree	6	-	40	16	-	62
MBA / EMBA	-	-	-	18	5	23
Total	6	21	43	34	110	214

In November 2019, the Westfield Business School presented certificates to the first professional fellows who won the postgraduate scholarships for MBA and EMBA. Three months after obtaining the certificate, the Ismael Cala Foundation contacted each of the young people by telephone to find out the benefit obtained and the employability and entrepreneurship routes started.

Testimonies



Daniel Van Pampus.

EMBA Certified.

He has a good job at Stanley Black & Decker. The training allowed him to understand financial issues and acquire tools to improve his job performance. It has meant for him a curriculum improvement and a key training to start a family business in the medium term. He commented that the training was of very good quality and with a very important human and social component that helped him change perspectives on a personal level.

Maycer Pacheco.

MBA Certified.

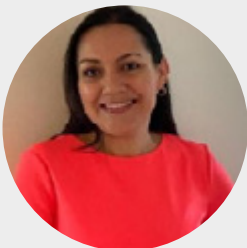
Bachelor of Political Science (Venezuela). He arrived in Miami and started working as an operator (unloading boxes of trucks). He noted that the scholarship changed his life, he was hired by Fine Surfaces and More in an administrative position and with higher income. The studies gave him tools to improve efficiency and productivity in the company.



Mónica Cortés.

MBA Certified.

Colombian Marketing Professional. She moved to Miami accompanying her husband, who was offered a job. Being the head of the home, online training gave her the opportunity to continue her professional training from home and develop an entrepreneurship project. At the Broward County Library, she will provide consulting and training in marketing and business skills to SMEs from Latin Americans who want to start in the United States. You want to develop an online course for young ICF entrepreneurs.



Fabrizio Ivaldi.

MBA Certified.

Paraguayan professional who works as Operations Manager at the company Fast Box. The Master's Degree helped him to better understand financial matters and offered him a comprehensive vision of the business world, combining business success with social development and environmental protection. He convinced the owners of the company to carry out the program "Help us Help" "Ayúdanos a Ayudar" for free delivery of supplies to foundations in Paraguay.





Alejandro Cueto

MBA Certified.

Venezuelan professional, as a result of starting postgraduate studies, he was offered the position of Manager in the company where he works since the acquired tools have helped him develop new business strategies in the company. What he liked most about the master's degree is that it is based on real cases from the best companies in the world; and for Alejandro it represented a paradigm shift to understand how businesses are handled today at a global level, a more humane way that takes into account the social and environmental environment. Her medium-term intention is to look for a job in a larger company that allows her to continue growing professionally.

The scope of the program during its trajectory, period 2017-2019, is **397 assigned scholarships, 44 academic and social partners, 15 beneficiary countries, 18 organized competitions, and more than \$ 2 million channeled** through training scholarships.

SCHOLARSHIP CHANNELING

	2017	2018	2019	Accumulate
Scholarships available	142	212	105	459
Academic alliances	3	2	1	6
Partner organizations	14	16	8	38
Beneficiary countries	9	15	6	15
Scholarship contests	2	6	10	18
Applications received	148	347	60	555
Scholarships assigned	131	210	56	397
Events / visits	1	1	2	4
Amount in \$	550,580	1,049,550	640.950	2.241.080

Program For Strengthening Social Development Organizations



Objective:

Contribute to the consolidation of new social enterprises in Latin America that address current problems in vulnerable populations, as well as strengthen those organizations with a track record that require new impetus to guarantee their sustainability.

During 2019 the geographic scope of this program was located in Costa Rica, Guatemala, and the United States. The identified organizations to be strengthened: Care Unit Reinaldo Villalobos, Omar Dengo Foundation, INTECAP (Technological Training Institute) PassionAssociation and Latino Impact Alliance.





COUNTRY	ORGANIZATIONS	ALLIED	POPULATION	FINANCED PROJECT
Costa Rica	Unidad de Atención Reinaldo Villalobos	Ministerio de Justicia y Paz	180	Talk “The opportunity is you” to persons deprived of liberty held in this center of attention
Costa Rica	Fundación Omar Dengo	Samsung	40	Scholarship meeting with Ismael Cala, where a talk about Leadership and entrepreneurship was offered
Guatemala	INTECAP	Samsung	25	Meeting of Samsung scholars with Ismael Cala where a talk about Leadership and entrepreneurship was offered
Guatemala	Passion Association	Voluntarios donantes	400	A voluntary service trip was made to the child malnutrition prevention center that promoted the sponsors program
Estados Unidos	Alianza de Impacto Latino	Pvblc Foundation	260	The Latino Impact Summit was supported at the United Nations headquarters in New York.
3	5	3	905	



The scope of the program for the period 2015-2019 is **12 organizations Supported from 5 countries, managing to serve 6,921 people and with an investment that exceeds \$220,000.**

INSTITUTIONAL STRENGTHENING

	2015	2017	2018	2019	Accumulated
Beneficiary countries	1	5	3	3	5
Supported organizations	2	6	5	5	12
Collaborating partners	-	4	6	4	13
Organized events	1	9	11	4	25
Population coverage	135	4.249	1.632	905	6.921
Amount in \$	30,000	106,241	60,595	30,795	227,631

2015

- 1.- Fundacion Omar Dengo Costa Rica
- 2.- Fundación Techo Costa Rica

2017

- 1.- Passion Association Guatemala
- 2.- Fundación Tigo Guatemala
- 3.- Hogar Buen Samaritano Panamá
- 4.- Siman Orchestral Foundation USA
- 5.- Semillero de Jesús Venezuela
- 6.- Latino Impact Summit (Latam)

2018

- 1.- Passion Association Guatemala
- 2.- CONRED Guatemala
- 3.- World Vision Guatemala
- 4.- Flor de la Esperanza Venezuela
- 5.- Latino Impact Summit (Latam)

2019

- 1.- Unidad de Atención Reinaldo Villalobos
- 2.- Fundacion Omar Dengo Costa Rica
- 3.- INTECAP Guatemala
- 4.- Passion Association Guatemala
- 5.- Latino Impact Summit (Latam)



The impact of the institutional strengthening program can be seen in terms of the increase in coverage, staff, volunteering and visibility in the organizations supported, as well as in the new services created and what the contribution made with respect to total income means, in recipient organizations. **The Passion Association of Guatemala** has been supported for three consecutive years and therefore the institutional strengthening that has been promoted can be shown



Passion Association.

A Hand for Guatemalan Children.

Created in 2010 by Dr. Mark Arellano, who received a scholarship for 15 years until he became a surgeon, with the vision of comprehensively contributing and fighting extreme poverty in his native country. It channels resources 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 Bank, soup kitchens, tutorial centers, university scholarship

program and child malnutrition prevention centers. In 2017, the Ismael Cala Foundation, in alliance with the Tigo Foundation, organizes the “Gala conference” event and with the fundraising obtained,

finances the construction project of a new nutritional care center to serve 150 children and 200 families, located in the Chivoc hamlet of San Juan de Sacatepéquez.

The following year, in 2018, in alliance with the Hogar Nueva Esperanza Foundation, it supported the creation of a second nutritional center for the care of 400 infants. At the end of the year the Foundation visited the organization for the inauguration of the new service.



A third time the Ismael Cala Foundation supports him. Organize a service trip to benefit this NGO between December 12 and 15, 2019, as a new fundraising strategy with the name “A Christmas to transcend”. They managed to sell 13 participations, 8 to international volunteers and 5 to natives of Guatemala.

The activities of the service trip included two days of volunteering in the Caserío Chivoc, the celebration of a Christmas party for children, and the visit



to the houses of the community and to the Center for the Prevention of Child Malnutrition and Human Promotion led by Passion Guatemala. After covering the expenses of the service trip, a donation of 2,000 dollars was granted to the institution for operating expenses. The commitment of the volunteers to sponsor 50 children for an amount equivalent to 14 thousand dollars was achieved with this rapprochement initiative.



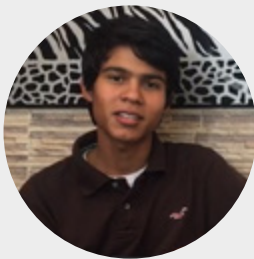
Passion Guatemala currently serves 400 children and 200 mothers in the areas of nutrition and education. It has 40 volunteers: doctors, teachers and mothers who are in charge of preparing food every day.

ICF ALLIANCE SAMSUNG



Product of this alliance **Samsung** donates 30 tablets to young people served by the foundation who increase their skills in new technologies

Testimonies



Daniel Fernández.

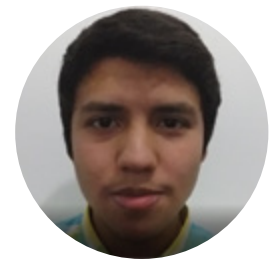
Scholar of the Hijos de Morán Foundation/ Barquisimeto

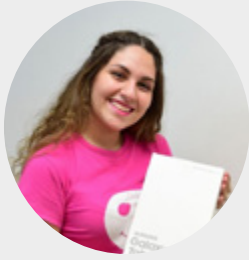
A year ago I did the digital marketing course for entrepreneurs with the University of Guayaquil, UTEG through the alliance between the Hijos de Morán Foundation and the Ismael Cala Foundation, I received this Samsung brand tablet for me dedication and performance in this course. I am very grateful to Samsung Corporate Citizenship for having given me this tablet and to the different organizations that have supported it over time. Thank you!

Gianfranco Radomille Oquendo

Fellow of the CDEI Foundation.

I am an economics student at the Technological University of Guayaquil on a scholarship from the Cala Foundation in alliance with the Flor de la Esperanza Foundation and the CDEI Foundation. Throughout this year, I have made this very useful, scholarship which has assured me a source of studies in the midst of a complex situation that I experienced when I emigrated from my native Venezuela to Chile in October the past year. Likewise, I want to express my deep gratitude with the Corporate Citizenship of Samsung, which decided to grant a tablet due to my performance on the Scholarship. Thanks to all who made this possible.





Ana Virginia Hernández

Fellow of the CDEI Foundation.

Scholar Right now I am in the second semester of Business Administration at the Technological University of Guayaquil and I want to thank the Ismael Cala Foundation for giving me this opportunity to study and to Samsung’s corporate citizenship for the tablets that they are delivering to us today, to be able to maintain my studies, due to the situation that we currently live in Venezuela for to the lack of light, the tablet helps me to keep up with my assignments and classes even when I don’t have electricity.

Lorena Ojeda

Fellow of Junior Achievement

I am the winner of an Ismael Cala scholarship for a short strategic planning course for SMEs at the Universidad Tecnológica Empresarial de Guayaquil and I was also the winner of a Samsung tablet. Today I want to thank Samsung Corporate Citizenship and the foundation because thanks to them today I have tools that allow me to advance in my professional and personal life. I can be productive in real time, which contributes to my professional life. Thank you.



Maricarmen Rodríguez

Fellow of the AC Guías de Scouts Venezuela

I am a Marketing student thanks to a contest that the Cala Foundation carried out last year. I have many things to say to you, mainly thanks, because you have contributed a lot to my personal and professional life. I got my actual job in Marketing because the company saw in my CV that I was awarded a scholarship by you. I also want to thank Samsung Corporate Citizenship because they have given us tools for young people to grow and continue their path and their studies. I recently received an email that had been the winner of a Samsung tablet donated by them. It is gratifying to know that there are still companies, foundations and organizations that continue to believe in young talent.

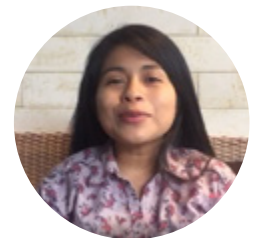
Thank you



Mileydi Cornejo

Fellow of Junior Achievement

I am studying the third cycle of the tourism career thanks to one of the Ismael Cala scholarships. I am very happy with the orientation and training I am receiving at UTEG, it is of great value to my personal and professional life. I appreciate the alliance between ICF and Samsung corporate citizenship since thanks to that union I was the creditor of a tablet and because it is an easy tool to use it will help me meet my goal in each of the courses and in this way be the excellent one professional that I dream of being. Infinitely Thank you !!





CALA Program

(Academic Center Program For Leadership In Action)



Objective:

Contribute to the training of adolescents in emotional leadership and entrepreneurship.

The first launch of the Cala Program was in Guatemala, in the week between May 23 and 30, 2019. The first pilot was called “The flight of the kite,”



an alliance between the Ismael Cala Foundation and the Tigo Foundation. The program consists of a series of trainings that allow teachers and students to increase their self-knowledge, skills, leadership potential and emotional intelligence. A commitment to reduce violence and increase youth entrepreneurship initiatives in the long term.



This first pilot was developed between March-October 2019, with second and third year students from 5 National Institutes of Basic Education (INEB), of a public nature, with a reach of 500 people. The following actions were carried out for its execution:

- **5 educational centers** selected for excelling in school performance, by the Fundación Tigo and the Ministry of Education of Guatemala.
- **525 applications**, received from volunteer facilitators, through a public call mechanism, who showed interest in participating in the program.

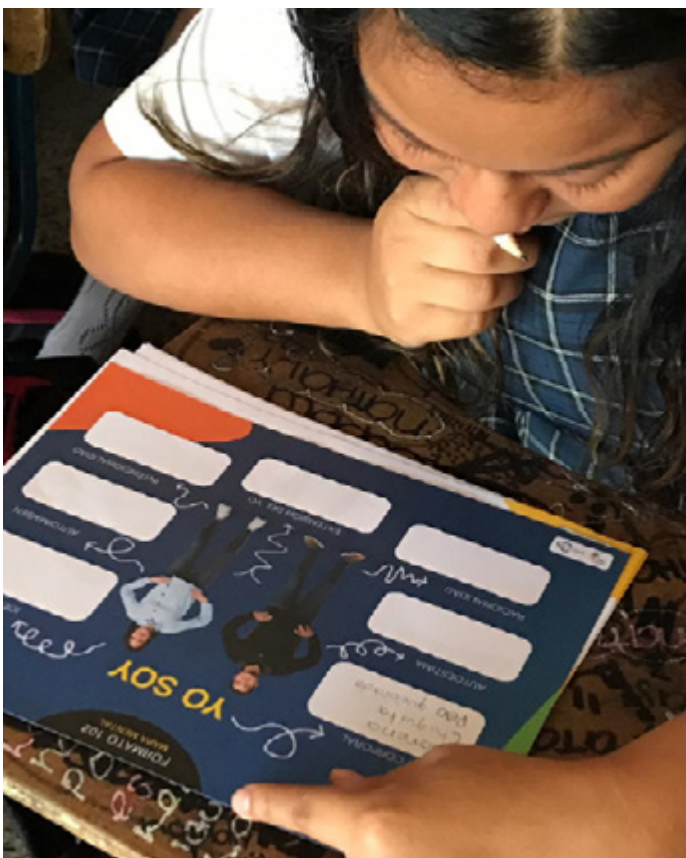


- **61 candidates** shortlisted as facilitators, of which 28 confirmed and 25 attended the process of calling and presenting the program.
- **13 facilitators** volunteer and 16 teachers were selected by the directors of the teaching institutes to be trained.

- **503 participants** were in the “Meeting with Ismael Cala”, held at the Hotel Barceló, on May 27, 2019, with a duration of 4 hours.
- **31 directors, teachers and facilitators** participated in an intensive training process, at the Hotel Barceló, between May 28 and 30, 2019, during 15 hours of training, and received the training manuals and the box of program materials.



- **180 sessions facilitated** by facilitators and teachers in the different educational centers: 12 five-hour sessions per school between June-September (240 hours).
- **448 students completed** training in their schools dictated by previously trained facilitators and teachers.





- **75 final projects** were presented: 1 per school (Fair, Bazaar, Stand, Mural and Testimony).
- **476 final surveys** were applied to receive feedback on the training experience (online and by phone).

SURVEY

EDUCATION CENTERS	Enablers participants	Teachers participants	Students participating	Students who finished
INEB Juan Ramón Flores	2	3	111	105
INEB Victor Manuel de La Roca	4	3	81	76
INEB Maya	1	3	100	88
INEB Puerta del Señor	3	3	83	81
INEB Santa Elena III	3	4	100	98
	13	16	475	448



The Foundation decided **to measure the impact** of this first pilot test with the Cuantix company using scales to measure “verbal school violence” (between student-students; student-teachers and teacher-students); “Attitude towards learning” (agency actions and decrease apathy); and the variable “emotional intelligence” (use of emotions, expression-regulation, anxiety-shyness). Preliminary findings show interest in the development of the program by students and teachers, decrease in academic apathy and decrease in verbal school violence among students.

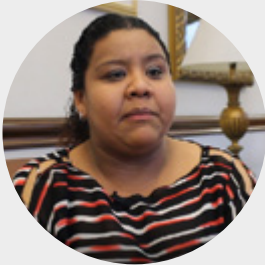


CUANTIX is a software in the cloud that allows to easily measure organizations social projects. From the design of its measurements, data collection, beneficiary management up to the analysis and interpretation of results obtained in real time, which allows creating effective reports with digestible information in a continuous and dynamic way. Everything in one place to manage and communicate the impact of organizations and how initiatives create impact and how they are reflected in the organization. <https://www.icuantix.com/>



Variables examined	Percentage
Recommendation of the program to other students	92 %
Teachers want to stay in the program	93 %
Expression and regulation of emotions	+ 0,7
Academic apathy	- 16
Verbal school violence towards teachers	- 0,5
Verbal school violence among students	- 9.7

Testimonies



Andrea Raymundo

Volunteer teacher

I needed to enrich myself with this program, with a wonderful gift which injected us with a great dose of joy. I left Andrea full of fear or anger, I started to heal myself first, to heal my heart and treat my emotions, to later work with my students. I am very grateful, calm and trusting that God will be with me to continue supporting my students.

I want my students to fly higher than the kite, to exceed many things and to be grateful in addition to helping others.

Regina Pou

Voluntary facilitator

This experience has been unique in my life, it has given us many tools to be able to work on this project and meet my expectation which is to be able to help and positively impact the youth of the INEB Santa Elena.



Karina Reyes

Voluntary facilitator

I grew up in a home feeling different, because I did not have the same thoughts as my family, I wanted to rise to something great, and I received the message of “it can not”; my mother taught me the value of work and I still remember it with a lot of love, because that made me grow and know what I wanted, although I always received messages like “you are not going to be able” or “that is not done”. As a child I went to a social assistance program, and we went every Saturday with an empty plate to receive very good food and they also taught me that I could; what I did not receive at home I received him there. I was brave, I managed to meet my goals. I am in this program because I know that you can. With this program I want to inspire children, give them love and make them believe that they can, so that they too can inspire to other people.

Aroldo Mijangos

Volunteer teacher

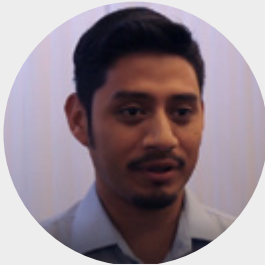
We have had a very active training in emotional intelligence and in my personal transformation; I hope I can pass this information on to others and to be able to change not only one life but many lives.



Kevin Rodríguez

Volunteer teacher

When I came to this training, the truth was I was very skeptical, I thought I was going to be another training like any other, where one learns the minimum; but I really came at the right time; it helped me a lot; it made me grow personally; learn from myself, overcome barriers that do not I knew that I could overcome them and overcome all those fears; and is what i want that the young people do that study with me: that they learn to overcome their fears, to dominate their emotions and to be better people in the future.



Armando López

Voluntary facilitator

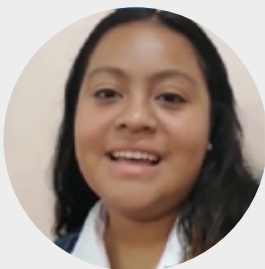
Making this program has been something very special for me; has overcome all my expectations and it has changed my life. Now we will form leaders, people with purposes and with tools to achieve their goals; teens who think that things can be achieved here in Guatemala. So many thanks to the Ismael Cala Foundation and the Tigo Foundation.



Dairys Melisa Ramírez

Student, Víctor Manuel de la Roca Institute

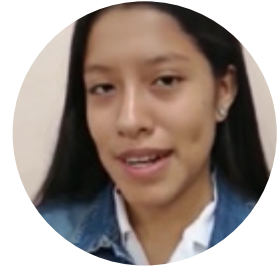
The Flight of the Kite taught me to fly bigger, to believe in myself, and to think that I will succeed. I thank the facilitators and the program for teaching me so much and because now I know that I will have a wonderful future.



Ansara Aragon

Student, Víctor Manuel de la Roca Institute

The Kite Flight program taught me to express myself in a better way; It has been a beautiful experience; taught me that trust in myself is the secret to success and that dreams come true. This has helped me to be a better person and I know that if I fall I can get up and do what I want. Thank you for these beautiful teachings.



Alison Garoz

Student, Víctor Manuel de la Roca Institute

The Ismael Cala Foundation program has taught me to be a stronger person and I know that I can achieve my goals; has taught me that I can go on, to be stronger; Thanks to this I am more secure and Independent; and I know that if I set a goal I can go on without stop, it's a dream I can achieve.

Heidy Mariela

Student, Víctor Manuel de la Roca Institute

I thank God for putting facilitators on my path of the Kite Flight Program because they have taught me to love myself myself, to love, to dream, to achieve what we set out to do, to say no to violence; I told my mother about this program and what I have learned. and she said she was surprised with my change; I learned to forgive and to follow without depending on other people.



Countries Served 2015-2019

Argentina
Chile
Colombia
Costa Rica
Cuba
Ecuador
El Salvador
Estados Unidos
Guatemala
Honduras
México
Nicaragua
Panamá
Perú
República Dominicana
Venezuela

Social Development Organizations (ONG) Attended 2015-2019

AC Aprendo & Emprendo
AC Damas Salesianas
AC Guías Scouts
Cámara Afro de Economía Popular
Casa Hogar El Buen Samaritano
Casa Hogar El Buen Samaritano (CHEBS)
Casimiro Global Foundation
Defensa Civil Guatemala (CONRED)
Fund. Hogar Nueva Esperanza
Fundac. Flor de la Esperanza
Fundación CDEI
Fundación Hijos de Moran
Fundación Hogar Nueva Esperanza
Fundación Jean Maggi
Fundación las Golondrinas
Fundación Omar Dengo
Fundación Puertas Abiertas
Fundación TIGO
Junior Achievement Americas
Mentores Solidarios
Passion Asociación
Semillero de Jesús
SOS Aldeas Infantiles
Superatec
Worldvision

Partners / Companies 2015-2019

477 International Group
A Touch Of Class
Amazon
Banco Agrícola
Banitsmo
Beauty Secrets
Bentley
Cala Speakers Academy
Carolina Herrera
Cisco
Colegio Nacional De Periodistas
Conviert+
Cuantix
D'luxe Events
Ddrepro Graphics & Marketing
Diario Las Américas
Doral Times
Dyna Events
Etv
F1rst In Service
Fenalco
Five Innovations Art
Fundación Tigo
Grupo Corona
Infusion Consulting
Ingenioso Grupo Estratégico
Inspire Events By Ale
Intercontinental Hotel Panama
International Closet Center
Jq Group Of Companies
La Jolla Ballroom
Lake Mar
Latino Impact Summit
Live Doral Magazine
Lud Entertainment
Mary
Mundo Social
National Shrine Of Our Lady Of Charity
Nicolás Felizola
Pablo & Mercedes Colella
Perla & Tamez
Primera Dama República De Panamá
Publicidad Vmly&R
Punto 3
Pvblic Foundation
Radio Caracol
Roadbybike
Samsung
Sazingg

Siman Orchestral Foundation
Smile Clinic
South Dade Toyota Of Homestead
Stanley Black & Decker
Unidad De Conocimiento
Unidos En Red
Unlimited Events
Wikimujeres
Wine 41
World Vision

Development Organizations Social Allies

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)

Universities 2015 - 2019

Atlantis University
Urbe University
Next University
Uteg - Universidad Tecnológica De Guayaquil
Westfield Business School

Corporate Volunteering

Angela Cruz
Bertha Moreno
Bruno Torres
Deyvis García
Harold Sinnot
Ismael Cala
Jorge López
Jorge Suarez
Juan Casimiro
Lorena Susso
Mou Morales
Oriana Alvarez
Tamara Zymann
Tomás Morales
Xris Tsopelas
Yonaida Correale

External Volunteering

Carolina Cabello
Claudia Ortíz
Cecilia Ramírez Harris
Carolina Montero
Erika Greenawalt
Elaine Rapozo
Dilia Tomasetti
Dr. Carlos Ramírez Mejías
Daniel Sarcos
Carlos Vuelvas
Carolina Cabello

Constanza Lina Profeta
Arlyn Rojas
Ana Zarraga
Erika Ender
Cecilio Morales
Angélica Camacho
Adriana Martin
Bertha Fernández
Elizabeth Castillo
Alejandro Guerra
Alejandro Tremola
Alessandra Villegas
Gleny Reyes
Carolina De Lima
Claudia Atoche
Ana Luisa Santisteban
Isabel Acevedo
Jennifer Alfonso
Jessica Lozada
Julia Arrecis
Karem Seguias
Karen Paba
Kennett Meighan
Mark Arellano
Mayra Cuellar
Marly Pulvirenti
Marisol Andrade
Patricia Pradilla
Myrna Kahan
Melissa Guerra
Michelle Posada
María José Díaz

María A. Valenzuela
Mila Shawb
Marcelo Guerra
Marisol Andrade
Pablo Joachín
Marneth de Galdamez
Maira Sarmiento
Laura Villacreces
María Eugenia Ruan
Noemí Guerra
Leslie Quintanilla
Luis Arguello
Lud Camacho
Rebeca Caballero
Mariale Ramírez
Mayelis Rivero
Luis Morales
Renato Guerra
Rebeca Cabellero
Roxana García
Samar Yorde
Sonia Guerra
Valentina Tamayo
Williams Tinoco
Ysrrael Contreras
Briselda Coque Robles
Evelyn Manzo Salazar
Francisca Alvarado
Rosangela García Melgar
Anabela Morales
Andrea Raymundo
Carol Virginia Morataya

Kevin Rodriguez Mejia
Pablo Garcia Nuñez
Gloria Cojom
Angelica Dolores Sosa
José Aroldo Mijangos
Evanidya M. Mancilla
Gloria Perez Briones
Maria del Carmen Alvarez
Morales de Blanco
Ma. Alejandra Del Valle
Andrea Soto
Dayana Aceituno
Gerson Barrios
Regina Pooou
Wendy Mejia
Marcela Orellana
Katherine Rodriguez
Karina Reyes
Armando López
Gabriela Barrientos
Karen Saenz

**“Volunteers don’t necessarily have the time;
they only have heart “**

- Elizabeth Andrew.

THANK YOU for joining us all these years.

BETTER TOGETHER

