Genesis Foundation is a non-profit organization with over 15 years of experience that seeks to create a more inclusive society for Colombian children by improving the quality of their education. We enhance programs that provide children in vulnerable life situations with better opportunities to develop and succeed.
Our Strategy

- **EARLY CHILDHOOD CARE & EDUCATION**
  - First Learning Steps
  - Strengthening of Organizations
  - Transitions Program

- **SCHOOL STRENGTHENING FOR K12**
  - Leaning To Learn
  - Jóvenes + Emprendedores
  - Palabrario & Numerario

- **IMPROVE TEACHING SKILLS**

- **IMPROVE LEARNING PROCESSES FOR STUDENTS**

- **GUARANTEE COMPREHENSIVE DEVELOPMENT IN CHILDREN**

43,924 students benefited directly from our programs.

1,224 teachers were trained in different educational methodologies.

342 organizations that work in early childhood were strengthened with the First Learning Steps methodology, indirectly benefiting 48,800 children and 1,700 educational educators.

100% of our programs were aligned with public policy, showing an increase of 11% compared to 2014.

43% of our programs received logistic and financial support from public entities, an increase of 10% compared to 2014.

Since 2001, we have invested US $16 million of our own resources in our programs.

We worked in schools and early childhood education across 16 Departments of Colombia.

We transferred the methodology of “Palabrario & Numerario” and “First Learning Steps” to other operating organizations.

1. Amazonas
   - Juventud Rural
2. Atlántico
   - Jóvenes + Emprendedores
3. Bolívar
   - Palabrario & Numerario
4. Boyacá
   - First Learning Steps
5. Santander
   - Palabrario & Numerario
6. Cauca
   - Palabrario & Numerario
7. Cesar
   - Palabrario & Numerario
8. Chocó
   - First Learning Steps
9. Cundinamarca
   - Palabrario & Numerario
10. La Guajira
    - Juventud Rural
    - Jóvenes + Emprendedores
11. Magdalena
    - First Learning Steps
12. Meta
    - Palabrario & Numerario
13. Nariño
    - First Learning Steps
    - Palabrario & Numerario
14. Tolima
    - Juventud Rural
15. Valle del Cauca
    - Palabrario & Numerario

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During 2015

We supported 6 education programs with technical and financial support.
We directly invested US$709,000 in our programs.
We leveraged US$850,000 from our allies in the private sector.
We leveraged over US$12 million from the public sector.

Impact & Results

Early Childhood Education Programs

First Learning Steps

This is a program that promotes child development in the first years of life through a comprehensive care and quality education methodology, fostering local development in urban and rural areas of Colombia.

14,500 children between 0 and 5 years old received the best quality, direct care in the departments of Chocó, Boyacá, Magdalena and Nariño.

The program was introduced in the Department of Chocó benefiting over 8,000 new children.

Our comprehensive approach includes strategies with children, parents, community mothers, educators, and the community in general.

Within the intervention with the communities orchard projects were used as a pedagogical strategy, fostering issues such as recycling and healthy life habits.

2,140 children successfully transit to formal elementary education.

According to the development scale: children who were at risk improved their level of development by 16%, those who were in the expected average improved by 10%, and those who were advanced improved an average of 22%.
Early Childhood Education Programs

Transitions to Elementary Program

It seeks to implement a route that articulates early childhood education and elementary education. It strengthens the educational, nutritional and managerial aspects of the schools facilitating the transition of children into the formal schooling system and reducing the dropout and repetition rates. This program looks to guarantee children’s rights to quality education. Schools that participated in the program have created a curriculum for preschool and first grade, which allowed to join all the processes of our early education centers.

Created awareness of the importance of the continuity in the learning processes of children, articulating the curriculum, giving meaning to the pedagogical strategies used, and facilitating the planning process of the teachers and other interdisciplinary workers.

Enriched learning environments and transformed early childhood pedagogical practices.

Sensitized teachers and interdisciplinary workers about early childhood, the importance of transitions and the vision of children as subjects of rights.

School Strengthening For K12

Palabrario & Numerario

A program, which looks to promote basic literacy and mathematical thinking skills in pre-school and primary school students through the transformation of teaching practices.

The program was implemented in the Departments of: Atlántico, Bolívar, Santander, Cauca, Cesar, Cundinamarca, Meta, Nariño and Valle del Cauca.

More than 25,000 students in 41 schools participated in the program.

950 teachers were trained in the methodology of Palabario & Numerario.

62% of students improved their writing skills.

50% of students improved their reading skills.

Increased the participation of parents in the activities of the program to engage them in having an active role in the educational process of their children.
Learning to Learn

A new partnership between Genesis, CINDE and Fundacion Aulas Amigas was established in order to update the existing videogame Tierra Mágica and develop a virtual training program for teachers. Also we created a platform that allows us to provide teachers with constant technical support, as well as the necessary pedagogical consultation during the implementation of the program.

In response to the needs of the communities, Tierra Mágica was designed to work on different devices and can be used without Internet connection.

Tierra Mágica has a complete evaluation system that allows teachers to track the skills and abilities of students, and help them identify what needs to be strengthened.

The virtual training seeks to update teaching practices and reflect on the importance of play and technology in children’s learning, human development, the interactions between the teachers and the students, and how they become a factor determining the development of both cognitive and non-cognitive skills.

Jóvenes + Emprendedores

The programs aims to strengthen labor competencies in the curriculums at public schools, encourage a business culture amongst students from 9th and 10th grades, and support the implementation of entrepreneur and microbusiness initiatives by students.

51 students received seed capital to create and/or strengthen their current production units with the support of their teachers and their families.

El 100% of the schools included in their curriculum the promotion of entrepreneurship skills.

33 schools conducted business, gastronomic, cultural, and sports events where students exhibited their products and strengthened their entrepreneurial projects.
School Strenghtening For K12

Juventud Rural, Educación y Desarrollo Rural

This is a comprehensive training program pertinent for youngsters students living in rural areas of the country. The program is based on a pedagogical approach that seeks to develop in students significant learning experiences, research, critical thinking, and participation, and includes the design and creation productive pedagogical projects (PPP).

85% of schools incorporated productive pedagogical projects in their school curriculums.

More than US$20,000 were allocated as seed capital to create the PPPs pr.

71% of teachers were trained with the methodology.

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Financial Highlights

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<th>Financial Highlights Colombia</th>
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$549,441
Fundraising Results

Genesis Foundation raised **US $1,332,307** from private sources.

62% of the funds raised came from the Colombian private sector.

Government resources were substantially higher in 2015 thanks to the support of the Colombian Institute of Family Welfare which contributed with **US$ 12,999,286** in our early education program.

First Learning Steps, an alliance between Genesis Foundation and the Corporación Infancia y Desarrollo, was chosen together with Aldeas Infantiles SOS, AEIOTU and Colsubsidio to carry out a national strategy for strengthening local early childhood service providers in the country.

160 potential donors were approached including 126 new leads. A big effort was done to reach out to European and American organizations & companies.

We consolidated 2 important alliances for the expansion of Palabario & Numerario with the Sociedad Portuaria de Buenaventura and Corporación Educativa Minutos de Dios.

Genesis performed a thorough process of strategic planning with the assistance of external consultants, which resulted in a restructuring of the portfolio and a plan of action for the next five years.

Genesis was selected by the multinational SAP and its program “Social Sabbatical” to develop an internal assessment tool, which takes into account managerial indicators and results of the organization in general.

Palabario & Numerario was selected to receive consulting services from the “International Center for Social Franchising” (United Kingdom).

Donors List 2015

**MAGNA CUM LAUDE (+US$50K-US$99K)**
- Tamarin Foundation
- Drummond
- Fundación Cerrejón

**VALEDICTORIAN (+US$25K-US$49K)**
- DreamBlue Foundation
- Daniel Rothman
- Sanford

**CUM LAUDE (+US$10K-US$24K)**
- Dream Blue Foundation
- Daniel Rothman
- Sanford

**DEAN’S LIST (+US$1K-US$99K)**
- Greenlight Capital
- JG Kellogg Foundation
- Minipak
- IQ Outsourcing
- Alemán Properties
- Latam Limited
- Fundación Celso
- Luis Fernando Botero
- Flory Shaio

**HONOR ROLL (+US$100-US$999)**
- Lamitec
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- María José Barrero
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- Karen Lucas
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