

transforming the way children learn

Colombia & US



Annual Report 2009
78,770 children



Photo: Fundación Promigas

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Cristina Gutiérrez de Piñeres
Executive Director

letter from the director

When asked to choose a single word to describe Genesis' work in 2009, the first one that comes to mind is *exhilarating*. Our two MacroProjects, *First Learning Steps* and *Learning to Learn*, completed their first year of operations. As with any new initiative there were challenges, but they were far outnumbered by the stories of hope these projects are bringing to the people of Colombia. In addition, Genesis continues to work diligently on its grant-making initiatives. Each day, our grantees are stronger, and Genesis has begun to make alliances with them to replicate the projects that are achieving the most positive results. Today, with the two MacroProjects running successfully and 33 ongoing projects receiving continuous support, jointly benefiting over 78,000 children, Genesis has much to celebrate.

While all of this is an important motivator, what fuels our spirits is hearing testimonies that confirm how Genesis, with the support of its donors, is changing the lives of so many people. One such story is that of Leticia, a 19 year-old mother with two sons, Carlos, 2 years old, and John, 6 months. Leticia lives in impoverished conditions in los Alpes, Santa Marta. Without a job, and with only an elementary education, each day brings a struggle. Prior to the birth of John, Leticia faced her greatest hardship—the loss of a three month-old son due to a respiratory infection. Grieving and lacking the knowledge and preparation to share the news with Carlos, Leticia hid this loss. Then, when John was born, Leticia tried to persuade Carlos that John was the younger brother who had died before. This message created confusion -rather than comfort- in him. As a result, Carlos began to exhibit behaviors indicative of both social and emotional trauma.

When Genesis' Center in los Alpes heard the story, Leticia and her sons were embraced. The support provided at *First Learning Steps*, one of our two MacroProjects, has given this family a sense of security and belonging. Today, Carlos is thriving in a

nurturing preschool environment where he is safe to explore new ideas while receiving a quality early childhood education. With increased confidence, Carlos has blossomed socially and emotionally. In addition, *First Learning Steps* provides Leticia with support—first by guiding her through her grieving process, and now by increasing her capacity to care for her sons.

Meanwhile, in Cartagena, a group of teachers were trained in *Super Aula*, an innovative education model developed by one of our partners: Alianza Educativa. This professional development will equip the teachers with the tools needed to help students with learning difficulties to overcome them in order to continue with their educational process. The training is not only essential for their continued professional growth, but also reinforces the need to provide high quality education during the school years. This is also a good example of how during 2009 we focused our attention on replicating the educational models of our grantees that have demonstrated the largest positive impact, while simultaneously creating new alliances with both private and public entities that support our work. Our grantees are being strengthened by the professional development opportunities we provide, and our goal of bringing these organizations together to share knowledge has proven to be beneficial for all.

These successes could not have been accomplished without the support of donors and partners who believe in Genesis' work and sustain its efforts even during difficult economic times. I would like to take this opportunity to express our deepest thanks to you, and to invite even more people to become part of Genesis' lasting legacy. Our own hopes echo the dreams of children and families living in vulnerable communities in Colombia and the United States—a desire for all people to receive a quality education and the tools to succeed. As donors and partners, you are an important part of continuing to help make these dreams a reality!

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El proyecto Mis Primeros Pasos nos ha brindado un apoyo muy grande y mucho amor. Yo he aprendido a tratar a mi hijo, a quererlo y a compartir con él.

First Learning Steps has given us great support and love. I have learned to raise my child, to love him and to share with him.

Madre Adolescente
Mis Primeros Pasos, Santa Marta

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our mission

our history

our philosophy



The Genesis Foundation enables underserved children in Colombia and in Latino communities in the United States to have a brighter future by providing them with quality education and the tools to succeed.

The Genesis Foundation works to raise awareness about the educational needs of children in Colombia and in Latino communities in the United States. We serve as a vehicle for Colombians, Latinos, and their supporters to give back and become involved with these communities to ensure a brighter future for tomorrow's generation.

Genesis was founded as a 501(c)(3) non-profit Private Foundation in 2001 by a group of Colombian and American entrepreneurs with a desire to 'give back' to the communities that enabled them to achieve success.

The Genesis Endowment was created to provide long term sustainability to our philanthropic mission. Since 2001, Genesis has invested over USD\$8.9 million in programs in Colombia and in Latino communities in the US Over the last eight years, Genesis has provided funds and partnered with 90 preschools, schools, and organizations that complement conventional schooling and improve students' abilities to learn.

“Education is the genesis of entrepreneurial, self-sufficient youngsters that have high self-esteem and the capacity to achieve their dreams”





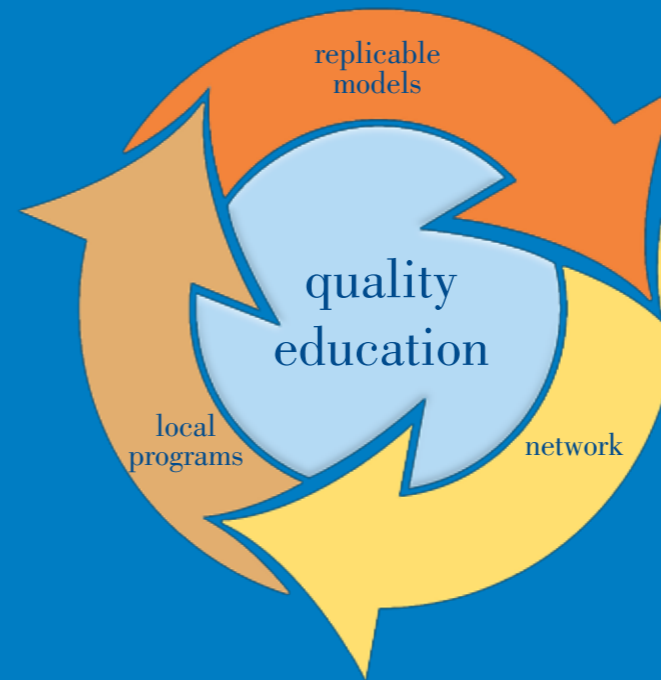
genesis' impact in 2009

Genesis Foundation directly impacted a total of 78,770 children in 2009 by donating US\$1, 3 MM to 26 non-profit organizations through its local grant-making program and investing on its two MacroProjects.

Despite the challenging times, the support of our donors has enabled us to maximize our impact and reach thousands of children around Colombia. In February, the first pilot preschool of our MacroProject *First Learning Steps* opened in Santa Marta, Magdalena. Likewise, the software and training material for *Learning to Learn* was tested in two schools in Medellin, Antioquia. Already, both of these projects have shown positive results (see the "Replicable Models" section for detailed information). Additionally, our local programs strategy gained strength while we continued replicating successful models, creating alliances with private and public entities, and contributing to the sustainability of the organizations and programs we support.



genesis' strategy



The Genesis Foundation enables underserved children in Colombia and in Latino Communities in the United States to have a brighter future by:

- Supporting and replicating local initiatives developed by efficient and effective organizations.
- Working actively to design and create replicable models in partnership with strategic allies.
- Disseminating best practices and know-how among education stakeholders in communities we influence.



genesis' investment in Local Programs

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Gracias a Genesis tenemos un gran equipo de docentes, de licenciados.

Thanks to Genesis we have a great team of teachers, of trained professionals.

Marcela Marín
Formemos, La Mesa, Cundinamarca

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Colombia programs

- reached 78,171 children
- donated us \$791,887 to 33 projects

Project Name	Operator	No. of children benefited	Description - Preschool	Location
Fortalecimiento institucional y ampliación de la primaria	Casita de Belén	60	Provide, in alliance with Acción Social, school scholarships for sixty children.	Cali, Valle del Cauca
Jardín Infantil Obrero	Jardín Infantil Obrero	150	Provide general operating support to the preschool.	Bogotá, D.C.
Pedagogía en Preescolar	Fundación CRAN	135	Strengthen the operation of the preschool and provide academic reinforcement programs for children.	Bogotá, D.C.
Preescolar Genesis	Fundación Estructurar	170	Provide general operating support for the preschool-established in 2006 thanks to Genesis' support.	Bucaramanga, Santander
Primeros Pasos Hacia La Excelencia	Fundación Promigas	1.200	Co-fund with Fundaciones Corona, Exito, Bancolombia, Nacional de Chocolates, and Promigas, the implementation of a program in ten public schools aimed at strengthening preschools.	Barranquilla, Atlántico

Schools

Project Name	Operator	No. of children benefited	Description - Schools	Location
Centro familiar y comunitario La Victoria	Cinde	2.504	Fund an innovative academic strengthening program that has demonstrated to improve academic performance of 90% of the participants.	Bogotá, D.C.
Corporación Educativa Huellas de la Esperanza	Fundación Huellas	270	Provide general operating support for the preschool and elementary school, with a particular emphasis on strengthening its academic program and developing a better evaluation system.	Malambo, Atlántico
Educación y capacitación para el fomento del emprendimiento como estrategia de inclusión social	Caja de Compensación Familiar (Cafam)	240	Fund the implementation of a vocational training program in four schools aimed at improving language and technology skills.	Bogotá, D.C.
Fomento de la actividad empresarial con jóvenes estudiantes del departamento del Atlántico	Fundación Actuar & Fundación Promigas	600	Co-fund, with Promigas and Actuar, the second phase of a vocational training program in ten schools, and establish a credit fund to finance 60 self-sustainable microbusiness initiatives.	Barranquilla, Atlántico
Fortalecimiento institucional de la institución educativa Antonio Nariño	Fundación Mamonal	1.798	Continue with the replication of a proven capacity building program in one school.	Cartagena, Bolívar
Fundación Formemos	Fundación Formemos	240	Support the implementation of Escuela Nueva, a model that offers vocational training specialized in industrial farming activities, ensuring that children develop pertinent skills for the rural environment.	La Mesa, Cundinamarca
Fundación Niños Colombia Minicol	Fundación Niños Colombia Minicol	230	Provide general operating support to a high quality preschool and elementary school.	San Juan del Cesar, La Guajira
Gimnasio Ria Nicole	Fundación Colombo Alemana Volver a Sonreír	375	Provide necessary support so that the organization can progressively open elementary schools.	Bucaramanga, Santander
Integración de Tecnología de Información y Comunicaciones (TIC'S)	Corporación Educativa Popular	387	Grant the last installment to complete the process of improving the school's curriculum by incorporating technology.	Cali, Valle del Cauca

Schools

Project Name	Operator	No. of children benefited	Description - Schools	Location
Juventud, Educación y Desarrollo Rural en Cauca, Putumayo, Huila y Cundinamarca	Fundación Manuel Mejía	2.507	Continue the implementation of “Juventud, Educación y Desarrollo Rural” in 5 schools, a program that helps 10th and 11th grade students create sustainable agricultural projects and equips them with the competencies to succeed in the rural environment.	El Tambo, Cauca; Colón, Putumayo; Rivera, Huila; Vergara, Cundinamarca; Supatá, Cundinamarca
Juventud, Educación y Desarrollo Rural en Arauca	Fundación Manuel Mejía	2.549	Co-fund, with Oxy Colombia and Fundacion Manuel Mejia, the replication of the model “Juventud, Educación y Desarrollo Rural” in 3 new schools in the department of Arauca.	Arauca
Laboratorio de Idiomas	Institucion Educativa Policarpa Salavarrieta	2.154	Co-fund, with Accion Social, the strengthening of the Language Lab that was established in 2008 thanks to Genesis' support.	Sincelejo, Sucre
Palabrario y Numerario	Fundalectura / Universidad de Antioquia / Fundación Carvajal	42.637	Implement Palabrario and Numerario, programs conceived and developed in partnership with Fundacion Corona and the Negocios Corona. Palabrario seeks to improve teachers' and children's reading and writing competencies; while Numerario seeks to improve mathematics and logic competencies.	Cundinamarca, Antioquia and Valle del Cauca
Pequeños Científicos	Universidad de Ibagué	10.000	Cofund with Accion Social and Universidad de Ibague the program Pequeños Científicos that improves science competencies in children.	Ibagué, Tolima
Super Aula Bogotá	Asociación Alianza Educativa	750	Support the operation of the Super Aula in 5 schools, a program for elementary school children with learning difficulties that improves their learning abilities.	Bogotá, D.C.
Super Aula Cartagena	Alianza Educativa and Fundación Granitos de Paz	120	Expand and implement Super Aula in a school in Cartagena.	Cartagena, Bolívar
Visión en Familia	Fundación Estructurar	160	Implement Escuela Nueva and Aceleración del Aprendizaje programs, which help children reach their appropriate grade level according to their age.	Bucaramanga, Santander

Complementary Services

Project Name	Operator	No. of children benefited	Description - Complementary Services	Location
Centro de nutrición Genesis	Nutrir	305	Support with Acción Social, the operations of the Genesis Center, which provides nutritional support for children, and conducts tutoring and recreational activities with them and their families.	Bogotá, D.C.
Casa del niño trabajador Doña Leo	Fundación Creciendo Unidos	320	In partnership with EMpower, strengthen and support the operations of the vocational training program, and the school reinforcement program that helps vulnerable children stay or enroll in school.	Cúcuta, Norte de Santander
Centro integral de atención en salud y educación ciase Rincón del Valle	Fundación Hope	225	In alliance with JP Morgan, fund the implementation of the "Health and Education Center" and the "Technology and Citizenship Program", which provide children with academic reinforcement, primary health services, access to technology, and nutritional support.	Bogotá, D.C.
Cualificación del modelo "Aceleración del Aprendizaje"	Dividendo por Colombia	8.000	Support, in partnership with Dividendo por Colombia, the validation of the "evaluation system for former students" that has been developed over the past two years, aimed at monitoring the impact of the flexible model Aceleracion del Aprendizaje.	Bogotá, D.C. ; Cali, Valle del Cauca; and Medellin, Antioquia
Proyecto Selasca - Aprendemos Produciendo	Obra Social Mornes	75	Strengthen the vocational training program directly to extremely vulnerable adolescents.	Bogotá, D.C.
		Total	78.161	



replicable models: the macroprojects

- reached 609 children
- donated us \$499,076 to First Learning Steps and Learning to Learn

In 2008, Genesis launched its MacroProjects, a set of large-scale initiatives aimed at developing education models that can then be replicated across Colombia, thus transforming the way children learn. These MacroProjects respond to the critical needs Genesis has identified over its eight years of investing in local programs through its Colombian grant-making program. The MacroProjects are being implemented in alliance with high-performing Genesis grantees and the public and private sectors.

Thanks to the generous gift of an anonymous corporate donor, in 2009 Genesis successfully achieved the first year goals for both MacroProjects. *First Learning Steps* is our early childhood care and educational program that promotes children's rights as well as local development in urban-marginal areas. Since its launch in February, it has made a significant impact in the community of los Alpes in Santa Marta. *Learning to Learn* is an educational model that uses multimedia games and classroom activities to enhance literacy and numeracy skills while strengthening logical thinking. This program has developed educational software that is now being used in its first pilot school.

first learning steps:

Goal

Genesis has partnered with Corporación Infancia y Desarrollo (CID) to:

- Develop and validate an early childhood care and educational program that promotes children's rights as well as local development in urban-marginal areas in Colombia. This program incorporates the voices of all stakeholders central to a child's education and development.
- The early childhood care and educational program will become a children's rights promotional model, replicable and sustainable at a national level.

Methodology and beneficiaries (2009-2010)

The following chart represents how each stakeholder is participating in this project:



1 250 Children ages 2 to 5: Receive quality education, recreation, and nutritional support. The model has an early childhood curriculum and programming that promotes cognitive and social development in children according to their ages.

2 180 Families: Participate in workshops and home-based programs aimed at improving their interactions with their children and promoting safe parenting skills.

3 40 Adolescent Pregnant Mothers: Participate in workshops aimed at building their self-esteem and increasing their capabilities as mothers. Activities include prenatal care and early childhood stimulation.

4 23 Teachers and staff members: Professionals and classroom assistants (community mothers) receive training on the curriculum and other educational tools. This strengthens their teaching skills and increases their capacity to achieve the goals of the program.

5 Community: The program seeks to raise awareness of the importance of early childhood education in members of the community, local organizations, and private and public entities. Several organizations (academic, governmental, international, and local) partner with *First Learning Steps* to promote children's rights fulfillment and knowledge of Colombia's early childhood educational policy.

Achievements 2009

Genesis and CID concluded the first year of operations at the Center in Santa Marta, with the following results:

- 100% of the children have a birth certificate and were registered with the Social Security and National Health Service.
- 100% of the children reached the expected weight and size for their ages, and 69% improved their physical and motor skills.
- More than 70% of children obtained a "good performance level" in their developmental dimensions: social-affective (82%), cognitive (72%), communication (79%), and ethics (86%).
- 66% of the parents developed positive parenting skills and 60% now have a better understanding and awareness of children's rights and how to promote them.
- 82% of the adolescent mothers participating in the program acquired better knowledge of appropriate parenting skills and are applying them on a daily basis.
- 76% of the teachers improved their teaching skills.
- 26 children, age 5, 'graduated' from the program in December 2009 and entered an elementary school in the community.
- The project achieved additional financial support from the Colombian Institute for Family Welfare and technical assistance from the Organization for National Migrations, which also donated a recreational park and a library.
- Cooperation Agreements were signed with the Santa Marta Mayor's office and the University of Magdalena, signifying local recognition of the project.
- The technical local committee for the project (with participation of institutions) organized and participated in several events to raise awareness of the importance of the public policy for early childhood education in Colombia.

Goals 2010

- Open a second Center in Pueblo Viejo, Magdalena. Supporting 125 children, this Center will allow us to continue developing this educational model by replicating it (with any necessary local adjustments) within a different context.
- Document the Center's existing procedures, produce the guidelines and manuals for the model's replication, and standardize the evaluation and monitoring instruments.
- Work with CID to identify new alliances at the local and national levels that will enable us to replicate this program in the future.





learning to learn:

Goal:

Genesis has partnered with Centro de Investigación y Desarrollo (CINDE) to:

- Develop and test an educational model that enhances math and language skills by strengthening logical thinking through multimedia games and classroom activities for children in grades K-5.
- Develop the methodology and all the materials and tools needed so that *Learning to Learn* can be replicable at a national level.

Methodology:

- Create software for children (preschool and primary) that strengthen logical thinking and language skills.
- Develop, as part of the software, a monitoring and evaluation system that provides teachers with information and feedback on each child's individual performance.
- Pilot the program in 4 schools in Medellín and Bogotá, two public and two private institutions.
- Develop a training program for teachers and all the tools needed so that Learning to Learn can be a replicable model.
- Establish alliances with the government and private entities for its replication and sustainability.

Achievements 2009:

- In 2009, Genesis and CINDE continued the pilot and teachers' training in two schools on the outskirts of Medellín, which together serve 459 primary students and 12 teachers.
- "Juega y Aprende a Pensar program" (JAP), upon which the model is based, was thoroughly reviewed and each game

analyzed in detail. The games to be used in the software were selected and the training modules used for teacher capacity building were designed.

- A total of 22 new activities designed to stimulate reasoning processes in children were created by the team, along with its application protocol and materials. These activities were included in the software.
- A preliminary version of the software was developed.
- Training sessions with teachers were carried out regularly, and the planned activities with children from all grades were implemented in both schools.
- A quantitative and qualitative evaluation methodology was designed and applied to students participating in the program and to a control group.
- A "Diplomatura CINDE-GENESIS" for teachers participating in the project was officially approved by the Secretary of Education of Medellín, and the first training module was conducted. These modules give official credits to the participants, and strengthen the legitimacy of the training.

Goals 2010:

- Complete the development of the monitoring and evaluation system to be included in the software.
- Conduct the first test of the software with children.
- Replicate the educational model in two schools in Bogotá, and make the necessary adjustments and validations to the software, guidelines, and manuals.
- Establish contact with other public and private institutions to share the advances of the project and create alliances to guarantee its future replication.



the genesis network

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Para mi Genesis es filantropía con sentido social y responsabilidad.

For me Genesis is social responsible philanthropy.

Patricia Botero
Cinde, Bogotá

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In an effort to disseminate the know-how Genesis has acquired over the last eight years and to promote the exchange of best practices, Genesis encourages collaborative working relationships among the organizations it has funded in the past, our MacroProjects, government agencies, and the public sector. This networking strategy has allowed Genesis to create alliances among some of its grantees whereby they mutually train each other in their areas of expertise (i.e. nutrition, program evaluation) or collaborate in the execution of a project to maximize its impact. In 2009, Genesis also had the opportunity to sponsor and promote training opportunities for its grantees, as well as other organizations from the social sector, in fundraising strategies and other important managing issues. Our goal is to continue building on these partnerships, recognizing this as one of the ways Genesis can contribute and increase its social impact.

the genesis difference

how we maximize our impact

Photo: Andrea Lynch – Empower



1) 100% of donations benefit the children directly

All of Genesis' administrative expenses are covered by its sponsors, founders, partners and events. Thus, 100% of donations are directed to our grantees whose work improves the lives of underserved children every day.

2) Rigorous due diligence process

Genesis prides itself on its rigorous due diligence methodology and strict monitoring processes. Prospective grantees submit an initial inquiry form which is used to determine the organization's eligibility and alignment with our mission. If pre-selected, the potential grantee must submit two additional forms along with corporate documents and financial statements. Staff members review applications and perform site visits to evaluate the soundness of the organization based on its financial situation, management team, and prospects for long-term sustainability. After applying a scoring tool, the evaluating staff presents the highest-ranking organizations to the Board of Directors at one of its bi-annual funding approval meetings. Once the organizations become 'Genesis grantees', they are evaluated according to mutually agreed upon indicators that measure impact. Our staff continually monitors Genesis' investments through site visits, the establishment of working groups, and reviews of progress reports.

3) Identifying and replicating high impact initiatives at a national level

Genesis has decided to focus on two critical unmet needs of the education sector in Colombia: lack of quality preschools for underprivileged children and substandard performance in math and language arts at the elementary level. As a response to these needs, and with the generous support from an anonymous corporate donor, Genesis launched the MacroProjects, a set of broad-scale initiatives that can later be replicated at a national level. For more information see the section titled "Replicable Models: MacroProjects". Genesis focuses its support on the projects within its portfolio which have the potential to be replicated in various regions

of the country, as well as those which foster collaboration of grantees to share programming ideas and expertise.

4) Long-term partnering with grantees

Genesis aims to promote social and economic development by strengthening the organizations that it funds. This is best achieved by establishing and nurturing long-term relationships with stable and transparent non-profits that have the capacity to deliver high-impact results. In addition to evaluating their mission, projects are carefully screened based on their potential for sustainable development and their ability to strive continuously towards their long-term vision. For more information on our partner projects, see the sections on "Genesis Investment in Local Programs".

5) Promoting the sustainability of grantees

Genesis actively introduces its grantees to donors, where they may choose to fund the grantees directly. In 2009, grantees received \$229,000 from new sources introduced to them by Genesis.

Genesis also provides 'challenge grants' where Genesis will match donations fitting specific criteria. Challenge grants are meant to provide an incentive for an organization to broaden its donor base and actively seek additional revenue. In 2009, we granted \$19,000 to two organizations under this concept.

6) Connecting donors with grantees

In an effort to provide utmost transparency and accountability to our donors, we utilize our website, newsletters, and even site visits to ensure our supporters are familiar with the organizations receiving their funds.

7) Leveraging funds

To increase the impact of each dollar Genesis invests, we work diligently to create strategic alliances with other private foundations and government agencies. In 2009, Genesis was able to leverage its investment of \$ 1 : \$ 4 in the execution of specific projects.



Photo: Fundación Promigas

our board and staff

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La educación es la base de nuestro desarrollo, sin ella no seríamos nadie en la vida.

Education is the basis of our development. Without it we would be nothing.

Excelencia Académica,
Guajira

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board of directors

staff

Carolina Esquenazi-Shaio, President

Andrea Lawson Gertsacov

Cristina Gutierrez de Piñeres

Susan Mayer, Treasurer

Herbert Selzer, Secretary

Emeritus Directors

Edmundo Esquenazi

Jimmy Mayer

Antonio Puerto

Cristina Gutiérrez de Piñeres
Executive Director

As Genesis' Executive Director, Cristina executes the Board's vision, manages the overall functioning of the foundation, and directs the day-to-day operations in Colombia. Cristina was responsible for opening the office in Colombia five years ago. Before coming to Genesis, she had four years of clinical psychology experience in Colombia and New York working with vulnerable children and their families. Cristina has also worked with UNICEF Colombia as a Program Assistant for the Humanitarian Action Department, overseeing programs for displaced and demobilized children. Cristina holds a Bachelor of Arts in Psychology from the University of Maryland at College Park and a Master's degree in Developmental Psychology from Teachers College, Columbia University.



Diana Cardenas
Managing Director

As Managing Director, Diana utilizes her previous managerial experience by establishing and sustaining systems and procedures that support Genesis' growth. She is also responsible for designing the fundraising and communications strategy, building on her prior position as Development Director, as well as directing the day-to-day operations in New York. Diana has spent much of her career in the private sector working for large multinational corporations in Latin America and the United States where she acquired operations, marketing, and commercial experience. Building on her diverse background, she transitioned into the non-profit sector as Marketing Director for the Colombian Palm Oil Federation before joining Genesis' team. Diana holds a Bachelor of Science in Industrial Engineering from Pontificia Universidad Javeriana, a joint MBA degree from Tulane and ICESI Universities, and a Master's degree in Humanities and Sciences from Fordham University in New York.



Marcela Venegas
MacroProjects Coordinator

As MacroProject coordinator, Marcela is responsible for monitoring and supervising the two MacroProjects currently spearheaded by Genesis, while building partnerships with public and private entities as well as prospective and current donors. She oversees the MacroProject's implementation, directs and coordinates the committees, and reports advances and results to donors. She brings to Genesis her experience working with children and vulnerable families, as well as a background in education. Marcela has worked as a field assistant in the implementation of the "Peace Games" program in Colombian rural schools, and she has served as a consultant for the design of "Red JUNTOS", a government strategy designed to eliminate extreme poverty in Colombia. Marcela holds a Bachelor of Arts in Psychology from Universidad de los Andes in Bogotá and a Master's degree in Intercultural Education from the Freie Universität in Berlin-Germany.



Ángela Velásquez
Program Analyst for Colombia

As a Program Analyst, Angela is responsible for helping to evaluate and pre-select prospective grantees, monitoring and evaluating existing projects, and providing general assistance to the Executive Director in Colombia. Before joining Genesis, Angela worked in the National Coffee Growers Federation as a Research Assistant. She developed her passion for education during her experience as a consultant to the Colombian Ministry of Education on a project to strengthen public technical schools around Colombia. Angela holds a Bachelor's degree in Economics from Universidad Nacional de Colombia.



Camila Díaz
Program Analyst for Colombia and Volunteer

After working for two years as a Program Analyst in Colombia, where she was responsible for helping to evaluate and pre-select prospective grantees and monitoring and evaluating existing projects, Camila moved to New York to pursue her Master's degree in International Educational Development at Teachers College, Columbia University. She continues to support Genesis by offering general assistance in the office in New York as a volunteer. At the beginning of her career, Camila worked in the Political Affairs Secretariat at the Organization of American States (OAS) in Washington D.C. and was a member of the OAS Electoral Observation Mission in Guyana. Upon her return to Colombia, and prior to her experience at Genesis, Camila worked as an Account Executive at Dattis, a strategic communications firm. She has a Bachelor's degree in Political Science with a minor in History from Universidad de los Andes in Bogotá, Colombia.





achievements 2009

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Genesis ayuda a garantizar los derechos humanos de los niños.

Genesis helps to guarantee the human rights of children.

Fundacion Estructural
Bucaramanga

”



Genesis establishment in Colombia:

In June of 2009, Genesis Foundation was officially established in Colombia under the name of “Fundación Genesis para la Niñez”. This step allows us to sign agreements with local private and public entities and receive donations in Colombia, while still maintaining our grant-making essence in the USA.

Training opportunities for our grantees:

As part of our network strategy, Genesis, in conjunction with Conexión Colombia and Fundación Saldarriaga Concha, sponsored the event “*Fundraising and Innovation in NGO’s*” in Colombia. During this one-day event, three leaders in the field of international online fundraising models were invited to share their expertise: DonorsChoose, Global Giving, and Guidestar International. A local panel with representatives from four other successful projects also participated. Genesis invited a number of its grantees to attend the event, and everyone present maximized the opportunity to learn from these experts.

Participation in the Early Childhood World Forum:

The model *First Learning Steps* was chosen as a leading project in Colombia, and Genesis was subsequently invited to participate in the Early Childhood World Forum in Cali. By participating in this Forum, as well as in other seminars

and workshops, Genesis aims at creating awareness of the importance of Colombia’s early childhood education public policy and continues to demonstrate its commitment to support high impact social interventions.

BeLive:

For the third consecutive year, Genesis partnered with four organizations to host a major philanthropic event in Miami. BeLive 2009 once again proved to be the most important fundraising effort of Colombians living outside the country. This initiative was supported by the Latin media, national and international donors, and governmental agencies.

Replication of projects:

In association with a number of its long term partners, in 2009 Genesis was able to replicate three of its most successful projects: Palabrario, Súper Aula, and Juventud, Educación y Desarrollo Rural (see the section “Local Programs” in Colombia for detailed information). Additionally, the foundation established new alliances with the government (Acción Social and ICBF) and with the private sector (JP Morgan Chase & Co and Occidental Petroleum Company). These new partnerships will help guarantee the sustainability of Genesis’ projects despite the challenging financial situation, while at the same time maximizing the impact of our investments.



financial highlights

	Program-related	Administration Related	Total
SOURCES			
Genesis Endowment	\$733,333	\$100,000	\$833,333
Sponsors	\$398,786	\$320,183	\$718,969
Board Contributions	\$141,225		\$141,225
Donations (Individuals, Corporations, Events)	\$279,639		\$279,639
Grantee-Direct Support			
SUB TOTAL	\$1'522,983	\$420,183	\$1'973,166
Interest Income		\$534	\$534
Prior Year Reserved Balance	\$770,361	\$206,029	\$976,390
TOTAL	\$2'323,344	\$626,746	\$2'950,090
USES			
Grants to Colombia	\$388,991		\$388,991
MacroProjects	\$331,875	\$44,762	\$376,637
Events	\$30,201		\$30,201
Staff		\$190,011	\$190,011
Administrative		\$29,063	\$29,063
Technology		\$3,474	\$3,474
SUB TOTAL	\$751,067	\$267,309	\$1'018,377
Unallocated 2009 commitments	\$829,678		\$829,678
TOTAL	\$1'580,745	\$267,309	\$1'848,055
Payables 2010 and 2011	\$742,599	\$359,436	\$1'102,035



our supporters

Genesis extends a heartfelt thank-you to all our donors and volunteers who have generously given their time and resources, both of which help give more children a quality education and the chance for a brighter future. We have only included the names of those who have given us permission to list them, but we recognize them all.

Gift Category	Recognition Name Identified by the Donor
Summa Cum Laude (\$100,000+)	Edmundo & Mayra Esquenazi Genesis Endowment Jim & Marilyn Simons Prince Resources LDC Anonymous
Magna Cum Laude (\$50,000-\$99,999)	Acción Social
Valedictorian (\$25,000-\$49,999)	Banco Santander Occidental Petroleum Corporation
Cum Laude (\$10,000-\$24,999)	Anonymous Marcos Bibas Piero & Laura Di Capua
Dean's List (\$1,000-\$9,999)	Alberto Furmanski Antonio Puerto & Family Antonio & Esperanza Ucros Bulgari Daniel & Sharon Roitman Francisco Félix Rodríguez GreenLight Capital Herbert Selzer HSBC Philanthropic Programs Javier Salom and Jordan Winokur JP Morgan Chase & Co Royal Bank of Canada Sanford Susie Mayer

Gift Category	Recognition Name Identified by the Donor
Honor Roll (\$100-\$999)	The David and Barbara Hirschhorn Foundation, Inc The Candela Family The Christy Family Alberto Piedrahita and Juliana Rodríguez Alejandro Calderón Allen N. Ross Avianca Cartagena Capital GmbH Daniel Grillo Daniel Kattan Flory Shaio Gerald Stolp Giftback James Bell Juliana Samper Manuel Urrutia Mónica Maria Carmona Prospecta Sarita Pandey The Katz Group Americas Verónica Reiser
Academic Excellence (\$1-\$99)	Jairo Enrique Pertuz Sandra Ingram Giovanna Rueda Barbara Wright



Gift Category

Recognition Name Identified by the Donor

Anonymous Gift Size

- Alberto Bernal
- Andrés Echavarría
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- Juan Carlos García Canizares & Family
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- Moisés Esquenazi
- Sylvia S. Cadena

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- William Quellec

what can you do to help?

You can help by:

- MAKING A DONATION
 - A one-time donation
 - Recurring donation (per month, quarterly, bi-annually)
 - Gift in honor or in memory of a loved one
 - Legacy in your will
- INTRODUCING US TO GRANTEES, PARTNERS OR PROSPECTIVE DONORS
- HOSTING AN EVENT IN HONOR OF GENESIS
- SPREADING THE WORD ABOUT OUR WORK
- VOLUNTEERING AT EVENTS OR FOR SPECIAL PROJECTS
- RAISING AWARENESS OF THE EDUCATIONAL NEEDS OF CHILDREN IN LATINO COMMUNITIES IN COLOMBIA AND IN LATINO COMMUNITIES IN THE UNITED STATES



Photo: Fundación Promigas

100% of the donations we receive directly benefit the children.

The Foundation's administrative expenses are borne by the founders and sponsors.

To make a tax deductible donation or for more information on how you can help bring a brighter and better future for children, please contact us at:



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