



Annual Report 2011



transforming the way colombian children learn



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Letter from the director



Cristina Gutiérrez de Piñeres
Executive Director

2011 was an exceptional year for Genesis Foundation, measured in part by the achievements of the projects that we supported through our strategic portfolio, and by the success of our partnerships with the public and the private sector. This year in particular our partner organizations showed a tremendous amount of enthusiasm and commitment in their collaboration with us, which made the entire team at Genesis feel validated that our efforts in Colombia are having a positive impact. We are doubly proud today of the work that we do.

In 2011, Genesis Foundation with the help of its donors and allies not only met but exceeded its goal of investing one million dollars to improve the quality of education in Colombia and to provide underserved children with better opportunities.

One of our most significant accomplishments was the conclusion of the pilot phase of the two macro-projects, *Mis Primeros Pasos* and *Learning to Learn* which, after a three-year period of construction and validation, are now fully scalable and ready to be implemented nationwide. *Mis Primeros Pasos*, an early education comprehensive program, has been hand selected by the government to become the model for its early education platform “0 a Siempre”, and also continues to receive support from the private sector. At the same time, the innovative curriculum and teaching tools developed as part of *Learning to Learn* have been adopted by schools and other institutions in the implementation region who share our mission of transforming the way children learn and teachers teach.

Through all 12 projects supported by Genesis, students continue to benefit from our commitment to innovative learning—the high-

est priority for our foundation. We work hard to create educational opportunities for education that incorporate creative teaching strategies; provide complementary physical and technological training; improve school functionality and administration; develop comprehensive strategic programs in policy and educational management; and prioritize the inclusion of important outside actors such as families, communities and local governments.

I would like to thank the many individual donors, companies and other allies for their constant support and generosity that allow Genesis Foundation to continue providing these opportunities to over 165,000 children. It is extremely motivating to see how the lives of these children are truly changing, how the projects we support are enhancing their learning, and allowing them to acquire the necessary academic, social and emotional skills to succeed in life.

Even in light of the accomplishments of the past year, there is still more to be done. Private philanthropy and partnerships are essential for Genesis to continue to help underserved communities in Colombia, and to prepare our children for an increasingly more competitive future. We are prepared for the challenges ahead, and we hope that you will stay with us on this very exciting—and worthwhile—journey.

We must all remember that, as Napoleon Bonaparte said - “Ability is nothing without opportunity.” Thank you for your part in providing wonderful opportunities for these children.

Cristina Gutierrez de Piñeres

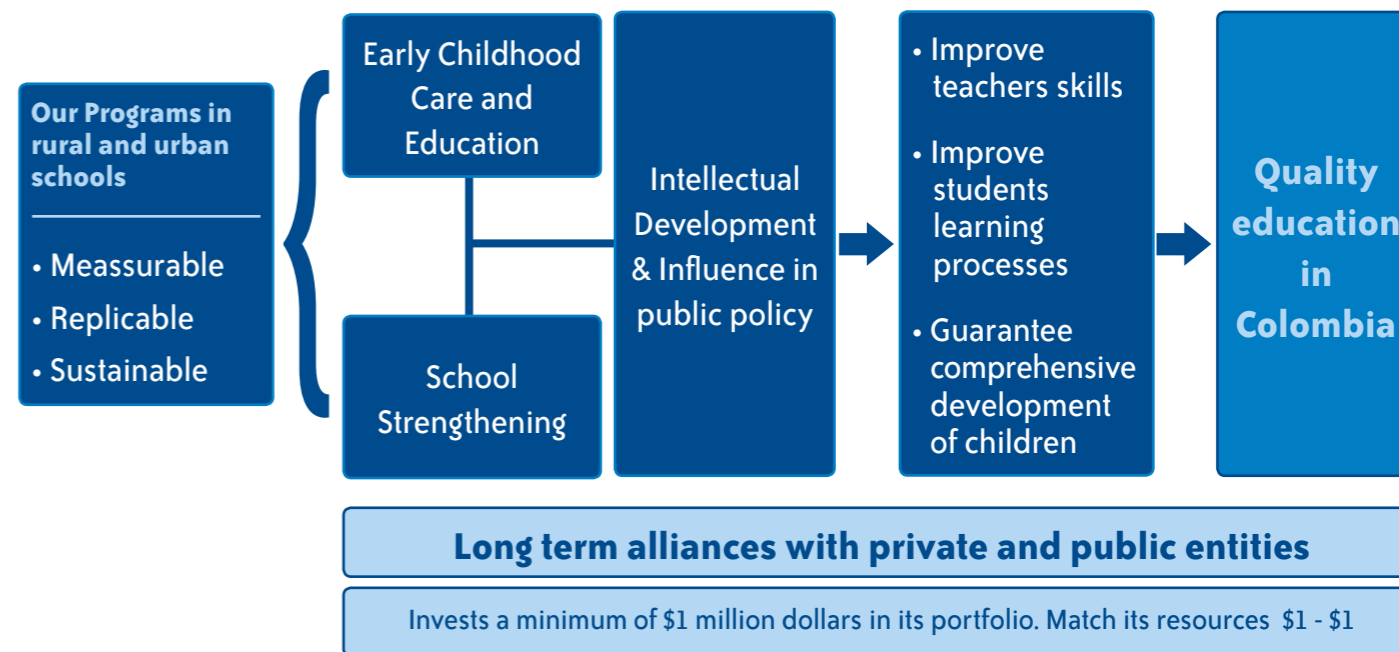


Our mission

Genesis Foundation is a dynamic not-for-profit institution that supports programs geared towards enhancing access to quality education for underserved children in Colombia, with the goal of providing them with better opportunities to develop, learn and contribute positively to a more just and equal society.



Genesis Strategy





Genesis Investment in 2011

Today, Genesis Foundation is committed to designing and implementing a diversified portfolio of long-term projects that operate along the following three lines of intervention:

42% of our projects are supported by the government or are influencing public policy.

60% of our projects become sustainable after 4 years.

100% of our projects are evaluated and annually adjusted according to results.

75% of the projects in our portfolio are being replicated in alliance with other entities.

Early Childhood Care and Education

In 2011, we supported four early childhood education programs with a total investment of \$489,057 that has benefited 1,672 children from ages 0 to 5 years old.

Genesis Foundation actively promotes and invests in early childhood education for two key reasons: it is the most fertile age for development and socialization, and also a factor of determining whether a child will continue his or her formal education. The first five years of life are critical for fostering intelligence, personality and social skills. Smart, focused intervention during this phase can make a tremendous difference to a child's future, and each dollar Genesis invests in this area produces the highest—and most important—returns overall. Investment in early childhood education has a positive impact in both social and cultural integration, and decreases social inequality (*Estado Mundial de la Infancia 2001, Primera Infancia UNICEF*).

Colombia has five million children under the age of five: 56% of them are living in vulnerable conditions, and 13.2% suffer from malnutrition. Within this demographic, only 24%



of children have access to early childhood programs, and many of these programs often fall far short of internationally recognized standards of quality. The Colombian government has designed a national strategy for improving early childhood education, called “De Cero a Siempre”, in which it has committed to provide 1.2 million underserved children with access to comprehensive instruction and intervention by the year 2014. This groundbreaking initiative fulfills the national commitment to protect the rights of children as outlined in the Colombian constitution.* It also offers a supportive environment in which Genesis Foundation can implement its projects in early education and continue its work with early intervention far into the future.

**DANE, ENSIN y Plan nacional de desarrollo (2010-2014)*

pared to other countries in the region, Colombia, in fact, has one of the highest rates of students performing below standard: 43% of fifth grade students test at only the minimum level in language skills and 21% are performing far below. In math, only 31% test at minimum, with 44% falling short. According to the Program for International Student Assessment (PISA) tests results in 2006, Colombia is not only below minimum levels of national achievement, but is also one of the lowest performing countries in Latin America overall.*

**Ministry of Education of Colombia*

Public Policy And Intellectual Development

School Strengthening

In 2011 we supported 14 projects focused on strengthening school administration and teaching practices. Today nine of these projects are still running, actively benefiting 166,584 children with a total investment of \$854,432.

In this realm Genesis works in three main areas:

- 1) Classroom techniques:** we work to train educators in innovative teaching and behavioral management skills, as well as to guide curriculum changes that reflect best educational practices for children up to 12 years of age.
- 2) Institutional management:** we focus on improving school governance, and train administrators, directors and coordinators in more effective educational and professional management skills.
- 3) Community:** we empower families and communities as essential actors in student performance and development, and in all of our projects we try to consider the unique needs of each specific community in which we work.

89.7% of children in Colombia attend school, however, 14.3% of those children are performing below grade level. Com-

In addition to our programmatic work, Genesis Foundation also works to influence policy changes in the public education sector in Colombia, specifically to support a culture of teacher evaluation and to align our projects with high universal standards, in accordance with the law.

An example of this is **First Learning Steps**, a program that works with public institutions including the Department of Social Welfare (previously called Acción Social) and the Colombian Institute of Family Welfare (ICBF). These alliances have strengthened our impact and ability to guarantee quality education for children under the age of five. Furthermore, through First Learning Steps, Genesis Foundation has contributed to the construction and validation of national standards for early childhood education as part of the government-mandated strategy “De Cero a Siempre”.

Additionally, Genesis Foundation has influenced national education policy through its involvement with the model “Juventud, Educación y Desarrollo Rural,” alongside Fundación Manuel Mejía, Oxy Colombia and Fundación El Alcaraván. These efforts will guide the Ministry of Education’s rural education policy in order to address the needs of high schools in underserved parts of the country, and for closing the performance gaps between urban and rural systems.



Our Programs in Colombia

168,620
children benefited

USD\$1,343,489
donated to 21 organizations



1. Early Childhood Care and Education



First Learning Steps (FLS) - Macro Project

Beneficiaries:

367 students, 21 community mothers, 11 team members (educators, social workers and teachers), 72 adolescent mothers, and 320 families.

Regions of Implementation:

3 Centers in Magdalena (Santa Marta, Pueblo Viejo and Zona Bananera).

Partners:

Corporación Infancia y Desarrollo, National and Regional ICBF, Departamento para la Prosperidad Social (previously called Accion Social).

The Mosquera family emigrated from a rural area of the country heavily affected by the armed conflict, and came to Santa Marta looking for job opportunities. The family of four settled in Alpes A, a poor and vulnerable neighborhood with a large population of displaced families. They could not afford preschool, and there were no government daycare programs nearby, so Lucia had no option but to stay home with their young children, while her husband Hector found work as a street merchant earning fewer than \$US 4 dollars a day.

In 2009 Lucia heard of the Genesis-funded early childhood education program “First Learning Steps” that had started in her neighborhood. She enrolled her children, who immediately started to receive instruction from qualified teachers daily from 8am to 4pm, as well as nutritious meals. The program became a solution that allowed Lucia the freedom to also get a job outside the home, and the family was able to increase their income while at the same time providing their children with access to better nutrition, schooling and socialization opportunities. The family soon realized that First Learning Steps was much more than simply a day care program. Through workshops and psychosocial home accompaniment, FLS also offered Lucia and Hector the chance

to become more involved in their children’s education, and helped them recognize that, as parents, they were a valuable resource in their children’s educational development.

Apart from early-childhood education, the FLS program also has two additional components:

- A training module geared towards pregnant or new adolescent mothers and their babies, designed to teach parenting skills and increase awareness of the important phases in early childhood development.
- Outreach to community organizations and public and private institutions to promote activities that foster and protect the rights of children.

First Learning Steps has evolved into a replicable program that can be tailored to meet the needs of different communities throughout Colombia, and it has helped improve not only the quality of early childhood education offerings in the regions in which it operates, but also the overall welfare of the families it serves. Between 2009 and 2011, FLS completed three successful replicas Santa Marta, Pueblo Viejo and Zona Bananera in the Department of Magdalena, and in 2012 it will expand to 8 other centers in Magdalena and 10 centers in the department of Nariño.

Mis Primeros Pasos hacia la Excelencia

Beneficiaries:

1,023 students, 53 teachers, 10 directors, 10 educational institutions.

Regions of Implementation:

Atlántico (Barranquilla).

Partners:

Fundación Promigás.



In becoming a teacher, Elaine did not choose the easy road, but each day, she grows to feel that it was the right one. One of her proudest moments is the day she found out that her school—Marie Poussepin in Barranquilla, where Elaine teaches kindergarden—had been invited to participate in the Genesis-funded Mis Primeros Pasos Hacia la Excelencia project. Elaine had been well trained in general teaching principles, but Mis Primeros Pasos specifically focused on preschool teaching skills, and improved her effectiveness and classroom management techniques significantly. Thanks to Mis Primeros Pasos, Elaine and 53 other teachers in Baranquilla have managed to transform the ways in which they teach, and they can now more easily adapt to meet new challenges, and handle the multiple needs of a diverse student body.

The Mis Primeros Pasos focuses on improving the quality of early childhood education in three main ways:

- Providing teacher training in specialized curricula designed specifically for preschool-aged children.
- Offering nutritional support to schools and encouraging healthy habits among students.
- Working directly with families to reinforce the parents' role in their children's development.

As a result, Elaine now recognizes the importance of including parents in school activities, and encouraging them to become active participants in the educational process. Parents now come to Elaine's school to watch their children learn and collaborate with them in different activities. "Parents and children are very happy with the progress. This type of education is essential for creating a better learning process."

Genesis Preschool - Estructurar

Beneficiaries:

130 children from ages 2 to 5 years old.

Regions of Implementation:

Santander (Bucaramanga).

Partners:

Fundación Estructurar, Fundación Éxito, UIS, Fundación Nutresa, UNAB.



Jonathan is 4-years old, and attends preschool at Genesis-funded Estructurar school in Bucaramanga. Until very recently, Jonathan's mother was also his schoolmate. Thanks to programming that provides support to young parents, Jonathan's mother was able to complete high school, and graduated in early 2012.

The preschool staff at Estructurar is prepared to work closely with the community, and to offer assistance to pregnant and breastfeeding mothers to ensure that their own education is not neglected. Along with Jonathan, 130 other underserved children and their families in Bucaramanga benefit each day from the activities offered by the preschool, and now have access to a comprehensive and quality early childhood education, while their parents are also given the opportunity to move ahead in their lives. The curriculum incorporates creative, arts-based activities that facilitate the development of cognitive, psychomotor, emotional and social skills, and the program also serves nutritious meals and encourages physical play to promote healthy development.

2. School Strengthening



Learning to Learn (L2L) - Macro Project

Beneficiaries:

4 educational institutions, 750 students, 24 teachers.

Regions of Implementation:

Antioquia (Medellín) and Bogotá.

Partners:

Centro Internacional de Educación y Desarrollo Humano (CINDE).



Marta is a teacher at CEDEPRO, a public school located in a low-income neighborhood in Medellín that is still affected by the armed conflict. When Marta first began teaching, many of her students displayed signs of aggressive behavior, and teachers complained of difficulties in keeping the kids attentive, motivated and disciplined.

In 2009 the Genesis-funded program Learning to Learn was introduced as a creative, interactive and innovative training curriculum that focuses on improving instruction techniques and classroom management skills for the teachers, and active participation and independent thinking skills for the students. At first, Marta and her colleagues were worried about the additional time L2L would require of them, however the teachers were soon won over by the approachable training team and their willingness to work closely with

the school's staff. Marta and the others soon realized that *Learning to Learn* was not simply a set of toys and manuals for students, but rather an approach to empower teachers and arm them with new and creative methods to change the way they teach, and encourage the development of independence, critical thinking and analysis in children.

With the introduction of L2L, and the use of its curriculum aids and other tools at CEDEPRO, Marta soon started to see positive changes in her classroom. Her students now have a better, more positive attitude about learning, and the non-traditional, more open environment has allowed the children to have an active role in creating and participating in the entire process. The overall atmosphere changed as well, and conflicts have decreased significantly, which enabled Marta to establish better relationships with her students and, in the end, improve the experience for everyone.

Corporación Huellas de la Esperanza

Beneficiaries:

620 students, 18 teachers, 1 educational institution.

Regions of Implementation:

Atlántico (Malambo).

Partners:

Fundación Huellas.



10-year-old Heider is currently in 5th grade at Huellas de la Esperanza in the municipality of Malambo, Atlántico in the north of Colombia. This Genesis-funded school offers an innovative educational model that focuses on conceptual learning; incorporates fun, play-based activities in the curriculum; and actively involves parents and the community in school and classroom management.

The project in Heider's classroom is called "Let's grow our flowers" and aims to teach basic math, science and language concepts through the process of cultivating flowers. Thanks to this one project, Heider was able to learn important academic skills by applying them directly to everyday concepts and activities. His interest was so that he and his family began growing flowers at home.

With parents' participation and support, students in Huellas are encouraged to create laboratories in school and at home that allow their observation to continue unabated, and helps them put what they learn in the classroom to practice in the real world. After three years of supporting this project in Malambo, Genesis will replicate it this year in another school in Atlántico, that round will incorporate teacher and family training.

Jóvenes Emprendedores

Beneficiaries:

600 students, 46 teachers, 10 educational institutions.

Regions of Implementation:

Atlántico (Barranquilla, Puerto Colombia and Santo Tomás).

Partners:

Fundación Promigás y Actuar Atlántico.



Tania is a 16-year-old student at Metropolitano Barranquilla School. Thanks to the support of the Genesis-funded Jóvenes más Emprendedores project, Tania has her own pastry business in Barranquilla, Puerto Colombia and Santo Tomás, in the department of Atlántico.

The Jóvenes más Emprendedores project started in 2011 at Tania's school, and in a number of others in the municipality. Tania received training to set up a small business, as well as in marketing, financial analysis and developing a life plan. Her teachers—and 46 others in participating schools—were trained in entrepreneurship, which is now a permanent subject in the school's curriculum. Additionally, 20 parents in the district received training, as their guidance is essential for their children's success.

Tania sells approximately 60 desserts each week to her neighbors, teachers and classmates, and her goal is to grow her business into a thriving national franchise. Just recently she was selected to participate in the second phase of the project, in which the most viable initiatives will receive some funding and full guidance by Fundación Promigás y Actuar Atlántico.

Juventud Rural, Educación y Desarrollo Rural

Beneficiaries:

1,648 students, 68 teachers,
4 educational institutions.

Regions of Implementation:

Arauca.

Partners:

Genesis Foundation, Fundación
Manuel Mejía, OXY, Fundación
Alcaraván, & Ministry of Education.



The Juventud Rural, Educación y Desarrollo Rural Project was first started in 2005 at the Sucre school in a rural area of Colón, Putumayo, under the direction of principal Edgardo Abraham Criollo. Due to complex demographics in the region, Sucre required flexible strategies and a curriculum that could address the achievement gap between urban and rural schools, and offer a path towards social mobility that would allow underprivileged youngsters in the region to achieve a better future.

The educational strategy at Sucre was designed specifically with these purposes in mind, keeping in mind progressive principles of learning, rural development, and institutional management. Edgardo and his team dedicated themselves tirelessly to reformulate the school's curriculum to meet the high national standards defined by the the Ministry of Education, while adjusting to reflect local challenges and harsh realities faced by children in the region. The process took time, but was highly effective, and Sucre is now ranked among the best schools in the department of Putumayo.

The Ministry of Education followed Edgardo's progress closely, to great results. On 2012 the Ministry of Education will study the possibility of launching a cooperative effort to implement the strategy in a number of other high schools with an agricultural focus.

Programa de Mejoramiento Institucional - MAGIA

Beneficiaries:

1,023 students, 27 teachers,
4 directors, 5 administrators,
1 Educational Institution.

Regions of Implementation:

Bolívar (Cartagena).

Partners:

Fundación Mamonal.



MAGIA is a vocational and orientation project aimed at strengthening educational management and administration, starting with the institution Juan Jose Nieto, run in partnership with Genesis and Fundación Mamonal. One of the first teachers selected to participate, Carmen Cecilia, received two years of executive-level training in educational management, administration and community-building, with the aim of transforming her school into an inclusive, high-quality institution.

In addition to this training, MAGIA also allowed Carmen Cecilia and her colleagues access to a professional staff that was able to assume responsibility for ensuring that best practices were upheld, and the school soon achieved a quality certification under ISO 9001, a law passed in 2008 that introduced a standardized system of quality control management for educational institutions nationwide. In 2011, the project was replicated at Playas de Acapulco, also in Cartagena, for the benefit of 1,023 students, 27 teachers, 4 directors and 5 administrators. To date MAGIA has been implemented in over 15 schools, primarily through the support of Genesis.

Palabrario and Numerario

Beneficiaries:

81,057 students, 2,440 teachers,
193 educational institutions.

Regions of Implementation:

Medellín, Antioquia (municipalities of Copacabana, La Unión, Barbosa, La Estrella, Giradota, Sabaneta, Caldas), Cundinamarca (municipalities of Funza, Mosquera, Madrid, Sopó, Soacha), Cartagena, Cali & Manizales.

Partners:

Fundación Corona, Negocios Corona.



María Eugenia began teaching first grade in 2007 at Escuela Normal Superior in the municipality of Copacabana, Antioquia. That same year, Genesis-funded Palabrario—a project that aims to improve reading and writing skills of teachers and their students from preschool through third grade—was launched, and helped María Eugenia and other new teachers easily overcome their fear of the writing process. Palabrario is comprised of useful, practical tools that help literary creativity flourish, and has been embraced by teachers, students and parents alike.

Two years later, the Numerario project—which offers tools to promote the development of mathematical thinking in students—was also introduced at María Eugenia’s school: “Palabrario and Numerario are experiences that not only transformed our lives, but also the lives of those people with whom we interact in our work, especially parents and students”.

In 2011, 2,440 teachers and 81,057 students have benefited from the Palabrario and Numerario projects in 18 municipalities in Colombia.

Super Aula

Beneficiaries:

1,135 students,
6 educational institutions.

Regions of Implementation:

Bogotá and Bolívar (Cartagena).

Partners:

Asociación Alianza Educativa and
Fundación Granitos de Paz.



Camilo is 9 years old, and was born into a difficult family environment: his father was murdered, and his mother suffers from substance abuse. At school Camilo displayed learning difficulties, especially with speaking and social comprehension. He was described by teachers and his classmates as “aggressive,” which undoubtedly contributed to his lack of motivation, poor performance, and low self-esteem.

In the first semester of 2008, Camilo enrolled in the Genesis-funded Super Aula, a program designed to address learning difficulties in children up to the fifth grade, offering them tools and techniques to overcome obstacles in the classroom, as well as strengthen social skills. Through Super Aula, Carlos learned appropriate strategies to handle his emotions, to understand the importance of selfcare and respect towards others, and to improve his reading, writing and other academic skills.

Two years after finishing Super Aula, Camilo’s academic performance has improved markedly, and he is currently keeping up with his class in the third grade. In 2011 alone, 1000 children just like Camilo benefited from SuperAula at five schools in Bogota, and 135 children at a school in Cartagena.

Enseña por Colombia

Beneficiaries:

4,200 students, 28 professionals and 14 educational institutions.

Regions of Implementation:

Bogotá.

Partners:

Corporación Enseña por Colombia and JP Morgan, Alejandro Santo Domingo and Off Bound Adventures.



Diego Sandoval recently graduated from Universidad Nacional de Colombia with a degree in Agricultural Engineering. He always felt a pull towards a career in teaching, but was concerned about low pay and social status accorded teachers in Colombia. In 2011, Diego heard about an opportunity with Enseña por Colombia, a Genesis-funded program that recruits top professionals to serve as teachers in vulnerable communities. Diego was inspired to send in his application, and underwent a rigorous selection process, competing against 1000 other applicants for only 28 positions.

Enseña por Colombia is a pilot program based on the philosophy of Teach for America, and aims to place talented young professionals as teachers in struggling schools. The project **Teach for America** has been replicated in 23 countries, and in Colombia recruits are expected to commit to two years teaching at 14 schools in economically disadvantaged parts of Bogotá. Those selected through Enseña por Colombia are some of the country's brightest, most motivated young citizens, and their objective is to contribute their talent and aspirations to improving the quality of education in Colombia.

Diego's goal as a teacher is to instill in his students curiosity and a joy for learning, and he hopes this strategy will enable disadvantaged children to appreciate the benefits of school, and empower them to continue on in their education. At the end of the process, Enseña por Colombia expects that participants like Diego will become leaders in their own right, and realize that youngsters everywhere have the potential to contribute positively to a new generation and a better future in Colombia.



Escuelas que Aprenden

Beneficiaries:

39,091 students, 534 teachers and directors, 30 educational institutions.

Regions of Implementation:

Neiva, Cúcuta and Montería.

Partners:

Fundación Promigás and Fundación Terpel.

Buena Esperanza is a school located in rural Cúcuta, Norte de Santander, in the district of Catatumbo, a frontier zone in Colombia characterized by high insecurity and illegality. Geneis Foundation began working in this region in 2011, via its support of the Escuelas que Aprenden project, run by Fundación Promigás and Fundación Terpel.

The mission of Escuelas que Aprenden is to advise and monitor public schools in their efforts to strengthen their administration and improve teacher performance in math and language skills. Achieving program goals involve working proactively with school leadership to train teachers, update curriculum, consolidate parents associations, and maintain an on-site support system throughout. Despite a number of difficulties at Buena Esperanza—mostly involving local social challenges and a lack of resources—the participating team of teachers remain a shining example in their enthusiasm, commitment and willingness to embrace the new methods and tasks that this project demands.



Other Programs benefited in 2011 with an exiting strategy

- Fundación Creciendo Unidos
- Jardin Infantil Obrero
- Fundación Estructurar - Visión en Familia
- Hope Worldwide
- Gimnasio Ria Nicole
- Fundación niños de Colombia (Minicol)
- Centro Comunitario y Familiar la Victoria
- Policarpa Salavarrieta
- Fundación Compartir
- Obra Social Mornes



Why is Genesis different?

To achieve our goals, Genesis Foundation employs the following result-based pillars that make Genesis stand apart from other similar organizations working in the education sector.

Training and Curriculum Development

This pillar applies to students as well as to teachers. While the Genesis Foundation works to increase quality education for our core beneficiaries -children- we also make an enormous effort to expose teachers to more innovative classroom methods and creative curricula. This approach, above all, is what makes the Foundation stand apart. We seek to transform the way children learn, the way teachers teach, and the way schools function, all for the benefit of enhancing equality, introducing higher standards, and improving the education system overall.

Long Term Partnerships

The Foundation seeks to develop partnerships that enhance the effectiveness of each organization or project by providing technical and fundraising support. For this task we look mostly to individuals and institutions throughout the region that have a strong stake in Colombia, its people and its future. We hold the belief that the most committed supporters are those who have a direct long-term involvement in the cause at hand.

Leveraging Funds

The Foundation is strongly committed to leveraging its own investment with additional investments from other sources, both in the United States and in Colombia, and within both the public and the private sector. This commitment in turn deepens the dollar value of each contribution: for every dollar we invest, we leverage \$4.

Intellectual Production and Influence on Public Policy

The Foundation also holds sway over public education policy by replicating teacher training methods and curricula, sharing best practices, and creating networks and linkages among its local grantees and partners. This approach broadens our impact by effecting change from within and by influencing other local funders towards cooperation and transparency.

Replicable, Measurable and Sustainable

One of our most successful achievements over time is the fact that all projects supported by the Genesis Foundation have the potential to be replicated nationwide. We have accomplished this by ensuring that the work we support is measurable, according to predefined quality standards and outcomes. The Foundation invests a significant portion of time and resources into evaluation of results and processes, as well as in impact - assessment. This is done for the sole purpose of sharing knowledge and establishing best practices so the organizations we partner with develop the capacity to become fully sustainable in a reasonable amount of time and in order to build partnerships with other stakeholders based on our impact results.



Our board and staff

Board of directors

Carolina Esquenazi-Shaio, *President*

Andrea Lawson Gertsacov

Susan Mayer, *Treasurer*

Herbert Selzer, *Secretary*

Juan Carlos García

Cristina Gutierrez de Piñeres

Emeritus Directors

Edmundo Esquenazi

Jimmy Mayer

Antonio Puerto

Staff

Cristina Gutiérrez de Piñeres Executive Director – Colombia



As the Foundation's Executive Director, Cristina is responsible for general management, program execution, fundraising management and activities, Board relations and day-to-day operations in Colombia and in the US. Cristina opened the office in Colombia in 2005, and since then has remained committed to supporting the foundation's successful growth. Before Genesis, she worked as a clinical psychologist in Colombia and New York City, working specifically with vulnerable children and their families. Cristina has also worked with UNICEF in Colombia as a Program Assistant for the Humanitarian Action Department, overseeing the execution, monitoring and evaluation of 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.

Claudia Giardinella- Director of Development & Fundraising (PR Specialist) – Miami



Claudia is in charge of developing and maintaining all donor relationships and fundraising activities, both in Colombia and the United States. She works to develop fundraising and communications strategies to attract financial contributions, talent and other resources from individuals, the media, charitable foundations and the government. Claudia received a degree in Broadcast Journalism and International Studies at University of Miami. She first became involved with the Genesis Foundation through her work as director of the large fundraising initiative, BeLive, which involved Genesis as well as 4 other Colombian non-profit organizations. Claudia joined Genesis full time in 2011 as the Director of Development & Fundraising (PR Specialist).

Camila Diaz – Administrative & Development Manager – NYC



Camila began her career with the Organization of American States (OAS) in Washington D.C., and then returned to Colombia to work as an Account Executive at Dattis, a strategic consultancy firm. Camila began with the Genesis Foundation in Colombia as Program Analyst in 2007, where she was responsible for helping to evaluate and pre-select prospective grantees, as well as monitor and evaluate existing projects. In 2009 Camila returned to the U.S. to pursue her Master's degree in International Educational Development at Teachers College, Columbia University, where she continued to work at the Genesis office in New York as a Development Analyst. In 2011 she started full time as the Administrative & Development Manager. Her responsibilities include implementing the development and fundraising strategy, designing communication materials and providing support to the Executive Director with daily operations in New York and Colombia. In addition to her Master's degree, she holds a Bachelor's degree in Political Science with a minor in History from Universidad de los Andes in Bogotá, Colombia.

Marcela Venegas – MacroProjects Coordinator



Marcela brings to Genesis a solid background in rural education, and experience working with children and families at risk. Before joining the Foundation, Marcela worked as a field assistant implementing an innovative program of "Peace Games" in rural Colombian schools, and served as a consultant for the design of "Red JUNTOS," a government strategy designed to eliminate extreme poverty in Colombia. As the MacroProject coordinator at Genesis, Marcela is responsible for monitoring and evaluating the two MacroProjects currently underway, while building partnerships with public and private entities. She also is in charge of overseeing project implementation, monitoring and evaluation, and managing all donor relationships, including sourcing, fundraising and reporting activity. 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.



Natalia Escobar
Project Coordinator for Colombia



As a Project Coordinator, Natalia is responsible for helping to evaluate the Foundation's portfolio of projects, as well as monitoring and supervising their implementation. She also works to help manage relationships and networks among donors, grantees and partners, and provides general assistance to the daily operation of the Foundation in Colombia. Before joining Genesis, Natalia worked at Fundación Empresarios por la Educación and directed the Observatorio de Calidad de la Educación (Quality of Education Observatory) in Caldas. Her passion for social work stems from her time working as a research assistant in corporate social responsibility at the Universidad de los Andes in Bogotá. Natalia holds a Bachelor's degree in Industrial Engineering from the Universidad Nacional de Colombia, and a specialization in Social Marketing from the Universidad de Manizales.

Erica Behm
Intern - Miami



As a Development and Fundraising Intern, Erica is responsible for researching potential grants to support our programs, supporting our social media outlets, and supporting the day to day operations of the Miami office. She has Bachelor's degrees in Spanish Literature and Russian Language from the University of Colorado in Boulder.

Sam Kellog
Intern - NYC



As the New York Development and Fundraising Intern, Sam is responsible for updating the Foundation's database, assisting in researching potential grants, and supporting the New York office. He has a Bachelor's degree in Theater from Emmanuel College in Boston.



Financial highlights

	Program-related	Administration Related	Total
SOURCES			
Genesis Endowment	\$400,000		\$400,000
Sponsors		\$250,000	\$250,000
Donations (Individuals, Corporations, Events)	\$484,386		\$484,386
Grantee-Direct Support			
SUB TOTAL	\$884,386	\$250,000	\$1,134,386
Interest Income		\$83	\$83
Prior Year Reserved Balance	\$664,807	\$443,362	\$1,108,169
TOTAL	\$1,549,193	\$693,445	\$2,242,638
USES			
Grants to Colombia	\$784,247		\$784,247
MacroProjects		\$50,537	\$50,537
Events	\$14,512		\$14,512
Staff		\$165,440	\$165,440
Administrative		\$37,215	\$37,215
Technology		\$3,671	\$3,671
SUB TOTAL	\$798,759	\$256,863	\$1,055,622
Unallocated 2011 commitments	\$242,200		\$242,200
TOTAL	\$1,040,959	\$256,863	\$1,297,822
Payables 2011 and 2012	\$508,235	\$436,581	\$944,816



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 appreciate them all.

Gift Category	Recognition Name Identified by the Donor
Summa Cum Laude (\$100,000+)	Anonymous Edmundo & Mayra Esquenazi Genesis Endowment Jim & Marilyn Simons Prince Resources LDC Ministerio de Educacion Nacional de Colombia
Magna Cum Laude (\$50,000-\$99,999)	Departamento para la Prosperidad Social Instituto Colombiano de Bienestar Familiar (ICBF) Sources of Hope Foundation
Valedictorian (\$25,000-\$49,999)	Banco Santander
Cum Laude (\$10,000-\$24,999)	Daniel Roitman Sanford
Dean's List (\$1,000-\$9,999)	The Candela Family Jaime Robledo & Cristina Gutierrez de Piñeres Columbia University J Term Class of 2012 Julian Iragorri JP Morgan Chase Bank & JP Morgan Foundation Lee Lowenstein Juan Mesa Quadrant Capital Inc Juliana Samper Herb & Roberta Selzer Claudio Giardinella & Beatriz Salavarrieta

Gift Category	Recognition Name Identified by the Donor
Honor Roll (\$100-\$999)	Leon Echavarria Mario Jaramillo & Lina Fajardo Felipe Garcia Mauricio Jaramillo James Lamerton Camilo Mcallister Maria Munera Arturo Roa Allen Ross & Flori Shaio Mauricio Suarez Marcela Uribe United Way of NYC Eduardo Urdaneta
Academic Excellence (\$1-\$99)	Alejandro Alzate Juan Ricardo Buenaventura Alexander Campos Mariana Carvajal Maria Descrivan Juliana Fonnegra Helmut Forero Carlos Lloreda Alejandro Pedraza Luz Magdalena Salas Andres Vega
Anonymous Gift Size	Alberto Bernal GreenLight Capital Juan Carlos Garcia Canizares & Family Sylvia S. Cadena
Supporters	Andrés Cortés Philippe A. Stiernon Juan Pablo Cuervo Jose Vicente Vargas Loeb Block & Partners Prieto & Carrizosa Abogados MGA Equity LLC Sanford Compass Global Investments LLC Muscle Milk



What's new?

Changing Status: From Private Foundation to Public Charity

In 2011, Genesis Foundation started the process of changing its status from private foundation public charity, which will open doors towards new sources of financing.

Events: BeLive, Miami Marathon and Poker Tournament

For the fifth consecutive year, Genesis partnered with three organizations to host a major philanthropic event in Miami. Once again, BeLive 2011 turned out to be the largest fundraising effort by Colombians living outside the country, on behalf of deserving and committed local organizations.

Also in 2011, Genesis participated for the first time as an official charity in the ING Miami Marathon. Over 30 runners ran for Genesis, raising money and awareness for the children in our First Learning Steps preschool in Santa Marta.

Finally, Genesis hosted a Poker Tournament in Bogotá, Colombia, in partnership with Dar por Colombia, to benefit the most vulnerable communities in the country.

Four years as part of RedEAmerica

For the past four years now Genesis has been part of RedEAmerica, a network of organizations in more than 10 Latin American countries that work to reduce poverty and foster inclusion and democracy in the Americas by supporting grassroots development initiatives. This joint effort has allowed Genesis to be at the forefront of education and development in Colombia, providing quality services to underserved communities and strengthening grassroots organizations throughout the nation.

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



What can you do to help?

One time donation:

You can collaborate with our organization or any of our projects by making a one-time, tax-deductible donation.

Recurring donation:

You can schedule a periodic tax-deductible donation to your credit card (per month, quarterly, bi-annually).

Legacy in your will:

You can provide a future gift by including our organization in your will or trust.

Introduce us to grantees, partners or prospective donors:

You can facilitate introductions to companies or individuals who might be interested in supporting our work.

Host an event in honor of Genesis:

You can plan a dinner or a get together in honor of Genesis, and invite your family and friends to learn more about our organization.

Spread the word about our work:

Become a Genesis Ambassador in your community by letting others know about our work.

Volunteer at events or special projects:

We always need volunteers at our fundraising events. Just contact us to learn more.

Participate in our events:

Please join us at our fundraising events and invite your friends as well.

Become our ally:

Contact us if you have a specific event or special project that falls within our mission. We are always open to exploring new ways of working together.

168,620 children benefited.

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:



{ **genesis**foundation }

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