



2015

annual report

www.genesis-foundation.org



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.

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.

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

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.

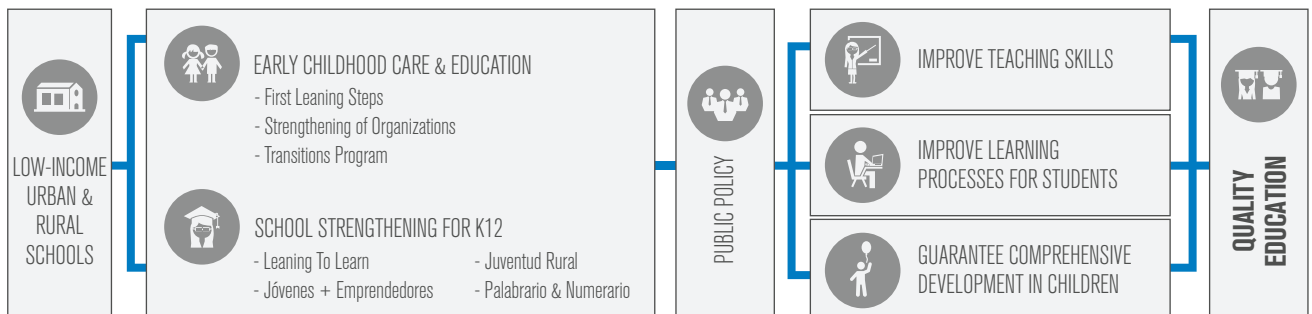
We transferred the methodology of "Palabrario & Numerario" and "First Learning Steps" to other operating organizations.

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



- 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

Our Strategy





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 Palabrario & 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.



School Strengthening For K12

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 Strengthening 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

Financial Highlights United States

	PROGRAMS US\$	ADMINISTRATIVE US\$	TOTAL US\$
SOURCES	\$ 2,721,624	\$ 703,329	\$ 3,424,953
EXPENSES	\$ 330,062	\$ 219,379	\$ 549,441

Financial Highlights Colombia

	PROGRAMS US\$	ADMINISTRATIVE US\$	TOTAL US\$
SOURCES	\$ 584,998	\$ 46,745	\$ 631,743
EXPENSES	\$ 406,042	\$ 13,273	\$ 419,315

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.

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.

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

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

VALEDICTORIAN (+US\$25K-US\$49K)

Drummond
Fundación Cerrejón

CUM LAUDE (+US\$10K-US\$24K)

Dream Blue Foundation
Daniel Roitman
Sanford

DEAN'S LIST (+US\$1K-US\$9K)

Greenlight Capital
JC Kellogg Foundation
Minipak
IQ Outsourcing
Alomaster Properties
Latam Limited
Fundación Celsia
Luis Fernando Botero
Flory Shaio

HONOR ROLL (+US\$100-US\$999)

Lamitec
Progems
Alberto Bernal
María José Borrero
Cristina Carvajal
David Edelhson
Robert Goldstein
Karen Lucas
Omar Mallick
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ACADEMIC EXCELLENCE

(+US\$1-99)

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