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2019 was a year of improvement on all fronts for NDG. The department of Social Business -after taking a step back to regroup- began a series of actions that raised sales of tour packages to new levels. The Spanish school also introduced improvements in quality and sales. In the Sponsorship and Volunteer Departments we also made improvements bringing the total number of student sponsored to 462 which is above the average.

On the education front we fully launched the Skills For Success program in all three of our schools with special emphasis on transferring Spanish and English language skills to our young students. Even though this has been only our first year, our preschooler students were able to progress from level A1.1 to level A1.2 in the English CEFR scale. In Spanish language skills we are seeing progress as well. Levels of reading fluency -a measure of progress- showed signs of improvement in grades k-3.

We are very excited about these few but concrete signs of progress in all the programs we started at NDG this year, and we are looking forward to the possibilities as we begin 2020.
Niños de Guatemala strives to empower communities in marginalized areas of Guatemala. We achieve this by providing education that extends beyond the traditional classroom across students, their families and the larger community. We aim to be sustainable through the effective implementation of social businesses.

**MISSION**

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**VISION**

We envision a world in which Guatemalan communities are educated, empowered, and entrepreneurial.

**WHAT WE DO**

We provide more than 500 children with quality education within our 3 schools, NDG partners with families and the community to help children gain "skills for success". We define “success” as the ability of an individual to determine his/her life goals and achieve them. Skills for Success is NDG's core educational program. These skills will serve them in all areas of life as they continue their education, enter the workforce and beyond.
77 students graduated from both primary and secondary school
As of January S4S officially lifted off under the direction of Claudia Haas, Program Manager. At the end of the school year we are happy to report the program has already produced positive results in the areas of bilingual education and Spanish language instruction. Children are producing English phrases and embracing Dual Immersion happily. In Spanish, both children and their teachers show more interest for reading and writing. They are realizing that language learning can be fun. Everyone is very excited about the new furniture and computer equipment which is more conducive to learning.

Teacher training was successful for all five areas of the program and there is much enthusiasm and acceptance of the upcoming changes. The Dual Immersion program will continue as planned which means more grades will be incorporated. This year, 5 and 6 year-old students started getting 7.5 hours of English lessons per week. Whereas first graders had a reinforcement program with four hours per week, during the afternoons. For 2020 four grades (from Párvulos to Second grade) are intended to start with a proportion of at least 40%-60% (40% English environment-60% Spanish environment).

We are also excited for our nutrition program that is being rebuilt. A new plan has been drafted with the participation of experts and volunteers. Each school is working on a new, improved menu and will achieve about 25% of the daily nutritional requirements. The goal is to have funds to spend Q.3.00 per student per day, as of January 2020. We hope to eventually increase the budget to at least Q10/student/day.
Bachillerato Program

2019 is our first year in which we offer the Bachillerato Program (high school). The new program has been set up as “blended” which means that the students receive a sizeable portion of their content online and the rest with the aid of one or more tutors. The program currently has 4 students: 2 boys and 2 girls who are taking classes in the afternoon in the Básico’s computing lab. They attend different classes such as: physics, mathematics, science, English, and more. The program utilizes the educational platform Colegio del Futuro.

Despite the many challenges facing the Básico graduates we are convinced of the need to provide a path forward to the completion of their high school. Three of the four participating students work during the mornings and attend school in the afternoons. For the first two months they struggled with the complexity of the online content and with more reading than they were used to. But these brave young men and women are doing the required work and getting acceptable grades in their classes. We expect all of them to move forward toward graduation in 2020. We are also preparing the Básico students for their entry into the new Bachillerato next year. We are augmenting their exposure to the computer lab and requiring more online reading.
CRIANZA CON CARIÑO
An 8-week program that works with parents and children on nonviolent communication and conflict resolution. It is a program addressed to our students and their families to prevent mistreatment, abuse and any other form of violence.

PARENTING PROGRAM
The program strengthens families in the upbringing of children and adolescents, so they can provide support to their children at any age. The Program has a preventive focus, offering ten sessions a year. Over 60% of parents attend this monthly program.

FAMILIAS FUERTES
A program developed in conjunction with SECCATID, a governmental organization that is helping Guatemalan schools prevent and address cases of drug abuse. In 2019, 12 families (including 14 adults) participated in the program.
Sponsorship Program

Quick Facts

89 New sponsors
51 of 55 sponsors accepted to be transferred to a new student
32 sponsorship visits
193 Correspondence
2,000 Other communications
96 Lapsed donors who has been receiving special communications to ensure their continuity and get some passed donations.

Sources
Highlights

89 NEW SPONSORS
Resulting in a yearly income addition of USS 53,400

DROP OUTS
55 dropouts
51 (USS 30,600) sponsor retentions

SPONSORSHIP CAMPAIGNS
Resulting in 45 new sponsors

DONOR SATISFACTION
Sponsorship App to be implemented in 2020

PEN PAL PROGRAM
Bilingual interactions
Sport equipment donation

BFB
Retention of their yearly donation despite possible reduction

GOOD ACADEMY
Relationship growth with sponsors
Camino Real Hotel donation
USS 6500

TEACHER SPONSORS
Relationship cultivation lead to yearly donations of USS6000 and €5400
A Sponsor's Story

Silvye and Pieter are NDG sponsors, they are from France and they have a lovely story and relationship with Niños de Guatemala. They heard about Niños when their son volunteered 4 years ago. In 2019 they received the Sponsorship Campaign communication and decided to sponsor our student Fatima who studies at El Porvenir school. Despite the distance and being new sponsors they did all the arrangements and came to visit NDG schools in 2019, having great experiences with the students.
Giving Tuesday: This was the second year for NDG participating in the Giving Tuesday campaign. The Communications Department led this activity by creating content and images for social media, designed several emails in Mailchimp, processed cultivation to donors including thank you notes and sent out tax receipts. It was all worth the hard work as $16,272 were raised. The campaign was carried out in coordination with individuals from the Volunteer, Sponsorship and Social Business departments.

### Other Donations

Ryan Stimmel raised $634 USD.
Andrew Hewitt’s family donated $7,400 as the result of a memorial fundraiser.
Juan Cubillo from GT collected USS200.
Lenovo grant of USS5,000, Technology grant of USS7,500.

In 2019 we received several donations on GlobalGiving (GG) with a total of $4,023.25 from different donors. Most donations on GG come from corporate donors who are anonymous and this makes it difficult to maintain a relationship with them. However, every month a report is being submitted to keep donors informed about the impact of their donation. NDG Communications publishes one newsletter a month as well as hundreds of posts in FB and Instagram. We are receiving positive feedback and each month we receive emails from people that want to get involved with NDG. Our open rate lies higher than average. Below a summary of the impact in 2019:
COMMUNICATIONS IMPACT

**Newsletter**
- 3800 subscribers
- 30 emails
- 24% open rate

**Social Media**
- 8500 followers on FB
- 3000 followers on IG
- 80+ leads per month

**Photographers**
- 7 Photographers
- 3000 quality photos
- 3 videographers
- 5 quality videos

**Graphic Design**
- Annual Report
- Supporting Tools

**Influencers**
- 6 Influencers
- Influencers Trip

**Graphic Design**
- Contact Form
- Email Pending
Volunteers & Groups

Highlights

- 38 sponsors came from volunteering
- 31.5% of 2019 sponsors
- Support for the dual immersion program and S4S
- 137 students tested for anemia (6%) were positive. School snack improved
- Innovative Education Techniques workshop delivered by a volunteer
- Support with the sponsorship campaign resulting in 20% of sponsors
- National Vols supported with nutrition Psychology and Artistic Expression
- Innovative Education Techniques workshop delivered by a volunteer
- 176 Volunteers

Quick Facts

- 4836 Hours of volunteering
- $17,708.13 USD fundraised
- 31,5% of 2019 sponsors
- 6% of students tested for anemia
- 20% of sponsors
- S4S SUPPORT HOURS
  - Dual Immersion Program: 936 hours
  - Emotional Health: 55 Hours
  - Technology and Programming: 10 hours

Innovative Education Techniques workshop delivered by a volunteer
Support with the sponsorship campaign resulting in 20% of sponsors
National Vols supported with nutrition Psychology and Artistic Expression
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The summer of 2019 was my second time volunteering at Ninos de Guatemala and it was an amazing experience. The group trip had a perfect balance of spending time working at the schools and immersive cultural activities. Almost everyday there was a fun workshop planned for us after school. Whether it was making tortillas with parents at the school, or hiking a volcano, it was wonderful! The staff at Niños is welcoming and flexible, always ready to support you and accommodate your needs. I loved participating in this program so much that I plan to bring my whole family back next year! The life changing experience I had will stay with me always. I highly recommend this trip to anyone who is looking to have a lot of fun while giving back to the community!
Spanish School

215 students
7750 hours
30% drop

New Focus on Groups

Visitors
During this year we received the visit of our major partner in Spanish language in the U.S. bringing groups for Spanish speaking development skills and university credits in Spring Arbor University. We received 4 groups this year and we are very pleased with their visit.

General Services
We have completed a process of redecoration of the offices and school building to make the services in general more pleasant and efficient for our students and staff.

Teachers
Our staff of teachers was reviewed and consolidated to have the best qualified teachers in Antigua and offer a better quality of service.
NDG Tours

160% GROWTH
Compared to 2018

774
visitors

258
Sold Tours

CHICKEN BUS
Represented 35% of the total of sold tours

OUR CATALOGUE

At the end of 2019 we had redesigned the Tours Catalogue and named it Niños de Guatemala Tours, this strategy is aligned to the group's strategy that will reinforce the trust and confidence for the donors of Niños de Guatemala being aware that a 100% of the profits is donated to the NGO.

VISITS

Our greatest partner of groups visits; Students Offering Support visited us during the year with 3 groups from different universities and has amplified their catalogue of trips for next year with us, including new universities and themed trips to adapt the services for new options.

NEW TOURS

We made new partnerships with locals to spread the impact of the resources in the communities we work with by including some new tours such as Café de Carmen Tour, Chocolate Tour, Pepian Tour and remaining open to visits to new partners in order to offer specific services to our groups depending on their needs.
A student's Success Story

Aura started studying with NDG in 2011. She comes from a family of 8 children. Aura has a strong personality. She is persuasive, has a talent for sales and customer service, and she is also talkative and sensitive. She is the first of her 8 siblings to enter high school. Aura has to work to support the family and travels 31 kilometers by bus every morning at 4.30AM to the town of Escuintla to sell the farm products her father grows. In the afternoon she has to rush home, eat lunch, and go to school. It is difficult for Aura’s parents to support her through high school as they are older and have lower levels of education themselves. One of her older sisters helps Aura with homework, encouragement and some of the materials needed for high school. Both Diego (her tutor) and Berta (the school social worker) have been of great support for her. Because of these helpful people Aura keeps going and pursuing her goal. Aura is showing great motivation which pays off in her grades. We are all cheering for her and are confident Aura will graduate in 2020 and obtain her high school diploma.
Expenses

- Salaries and Compensations: 60.5%
- Sponsorship Program: 29.5%
- Donations from NL: 24.4%
- Good Hotel Donations: 20.7%
- Fundraising: 14.7%
- Social Businesses: 6%
- Food and Health: 5.1%
- Administrative Expenses: 14.1%
- Infraestructure: 1.3%
- School's Materials and S4S: 15.8%

Finances

- Income From Schools: 4.4%
- Sponsorship Program: 29.5%
- Donations from NL: 24.4%
- Good Hotel Donations: 20.7%
- Social Businesses: 6%
- Fundraising: 14.7%

* This percentage includes the income from the Sponsorship Program, which represents 57% of the total income in the Netherlands section of this graph.
Income vs Expenses

Expenses 51.9%
Income 48.1%
VOLUNTEER

Volunteer with us and make a lasting difference in our childrens' lives! NDG’s motto has always been that everyone can do something. Dedicated volunteers are key to our mission of breaking the cycle of poverty through education in Guatemala. You can be a volunteer in Guatemala, but you can also become a volunteer from home.

SPONSOR A STUDENT

Become a Padrino today and bring lasting change to a child's life! As a Padrino (sponsor), you not only provide education for a child, you also have the opportunity to become their mentor and friend. As many of our children are coming from unstable homes, Padrinos provide the support and motivation our students need to succeed in school and grow into capable and conscientious adults.

DONATE

With your donation, you offer a better future and the chance to break free from the cycle of poverty. Use the donation form on the right to donate by PayPal, iDeal, creditcard or Bank Transfer. If you would like to transfer your donation yourself to one of our accounts in the Netherlands, US or Guatemala,

How to Get Involved
HELP US BUILD A BRIGHTER FUTURE

contact us at info@ninosdeguatemala.org