



Programa Velasco

10 Years of Impact

ANNUAL REPORT 2017



Dear friends,

This year we are proud to look back on 10 years of impact – a decade of your generosity, solidarity, and commitment transformed by a labor of love into the education and empowerment of children, families, and entrepreneurial women in El Salvador! It’s hard to believe that a decade has passed since we had the idea to sponsor a single scholarship at the Center, but our sustained growth and continued success since then are thanks to the strength we have gained as a community through your unwavering generosity. Just this year, your support has enabled us to:

- Double the size of our team. In addition to two U.S. staff members, we have brought on board two talented Salvadoran women who are dedicated to transforming their country.
- Strengthen our relationship with our local partner. We underwent an in-depth evaluation to identify how we can more effectively achieve our mutual goals while ensuring the sustainability of our work.
- Update our mission statement. To better reflect how our work has changed to meet the needs of our community and the vision we have for the future, you can find the new mission statement we adopted below.
- Continue to support life-changing services for children, families, and women! Here in the report, we highlight two noteworthy stories -- Jenifer Daniela, a 6 year-old overcoming violence and social challenges, and Esmeralda, an entrepreneur who has built a vibrant massage therapy and beauty product business.

After 10 years of building relationships in the community of San Ramón, it is common to spot the children many of you sponsored in those early years now navigating their lives as adolescents, allowing us to be witness to the long-term impact of our programs. As we look forward to the next 10 years, we are excited to continue to strengthen those programs while also embarking on new endeavors, including new programming for recent graduates of the Center. We invite you to continue to walk with us on this journey!

Cheers to the next 10 years,

Annie Boyd-Ramirez
Executive Director

Allison Ramirez
Director of Strategy

Juan Velasco
Co-Founder

Our Programs

Women's Economic Empowerment



Family Support Services



Early Childhood Education



Our mission is to educate and empower children and entrepreneurial women in El Salvador to build strong families and create better futures.

Our vision is: Families that thrive; educated and emboldened to interrupt generational cycles of poverty and build peaceful community.

Early Childhood Education and Family Support Services

Ten years ago, we founded Programa Velasco out of a determination to provide more children with access to early education and equip families with skills to strengthen their development. We continue to transform your generosity into direct scholarships, while now also working to ensure we support the most effective and evidence-based strategies possible. Our families deserve the best!

Jenifer Daniela's Story



Jenifer Daniela is an energetic and cheerful 6 year-old who, after five years at the Center and with a scholarship from Programa Velasco, just graduated from Kindergarten. From her young age, she has already endured significant adversity as a result of her and her family experiencing violence. During her second year, she began displaying aggressive behavior toward herself and others. She also had difficulty focusing on tasks. Upon observing these behaviors in Jenifer, the teachers, social worker, and psychologist determined that Jenifer should receive a psychiatrist's support and expertise at the national children's hospital. For many years, the social worker accompanied Jenifer and her family on the visits to the psychiatrist and oriented her parents on the

psychiatrist's guidelines, and on how to replicate the teachers' techniques to support Jenifer. She also had difficulty making friends and socializing, but with time and through the holistic approach of involving the dedicated support of Jenifer's parents, sister, teachers, and our support staff, Jenifer gained more social-emotional skills, and her parents understood how to guide her in her development. The social worker will tell you that Jenifer made a 180 degree turn for the better. Now, Jenifer is a leader, encouraging others and maintaining close friendships. We are proud of the team effort to support Jenifer and her growth!



Jenifer on her graduation day with her sister, father, mother, and teacher.

Teachers adapted their approaches to best support Jenifer's learning and social development.

Jenifer engaged in play therapy with psychologist and other children to better understand how to socialize with her peers.

Social worker accompanied family to appointments with a psychiatrist.

Parents participated in counseling with psychologist to strengthen their parenting skills.

Jenifer learned to adapt her behavior in positive ways, how to express affection, and managed feelings of aggression.



Women's Economic Empowerment

Our support for women entrepreneurs has become one of our flagship initiatives over the last four years. As the backbone of the community, women are key to creating families that thrive. The Women's Empowerment Project has successfully supported a growing community of entrepreneurs, and we are continuing to nurture their leadership through a savings and lending collective.

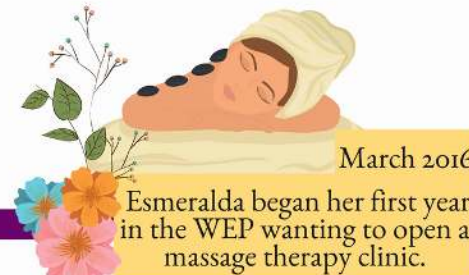
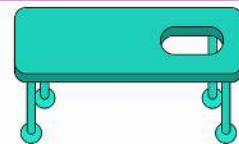
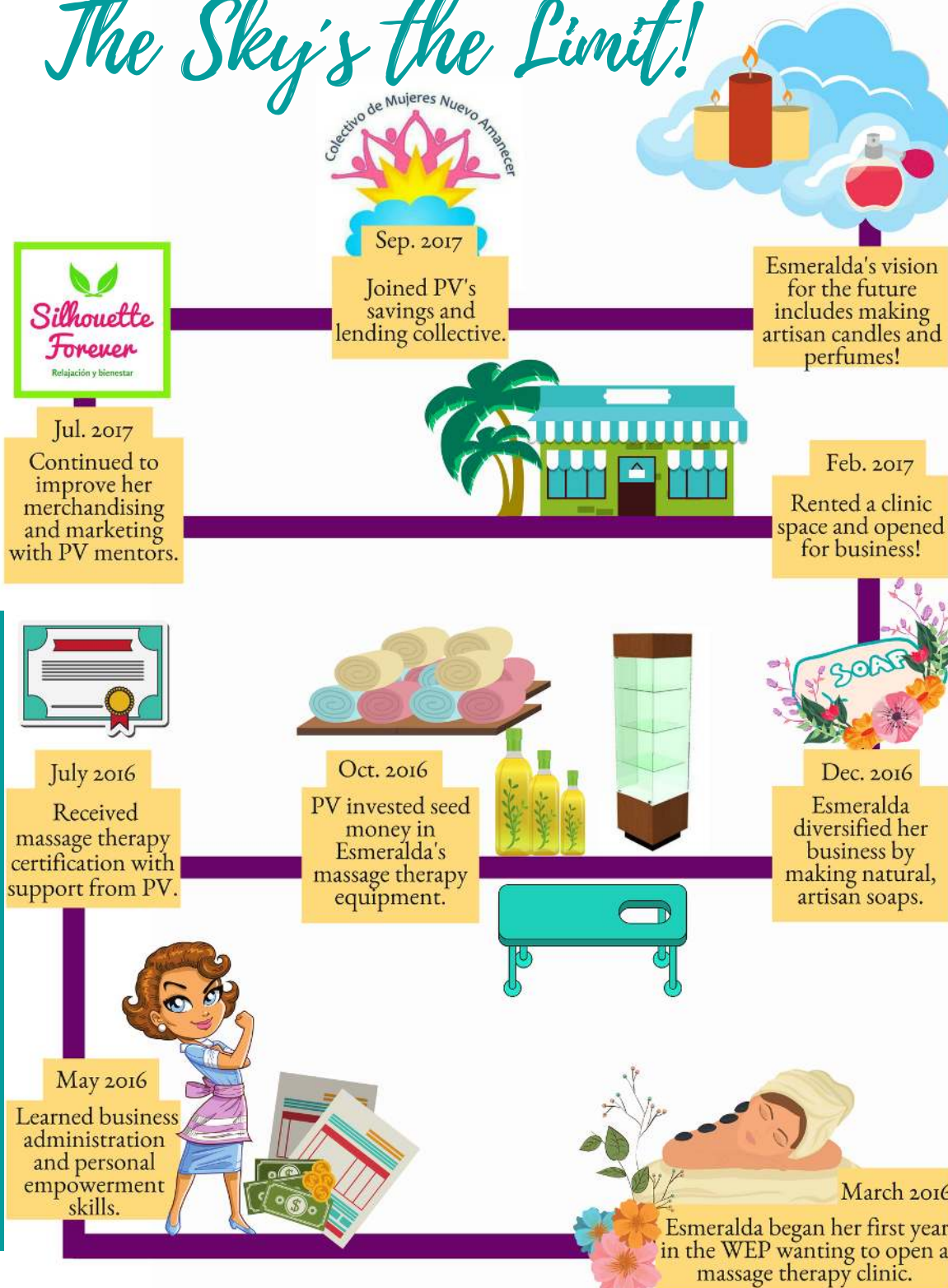
We believe in women as key drivers of social change!

Esmeralda's Journey:

The Sky's the Limit!



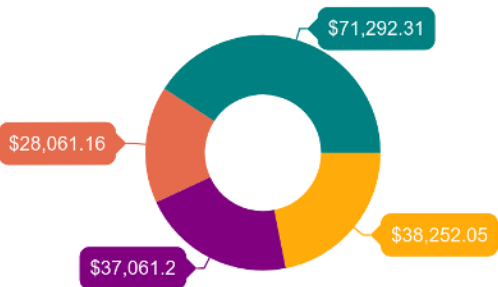
Esmeralda is an entrepreneur trained in massage therapy, wired to continually innovate her products and services while also being rooted in compassion. She radiates joy. Esmeralda has grown her business over the last two years from a simple idea, to first operating out of her home, to now providing her massage therapy services and beauty products out of a clinic space!



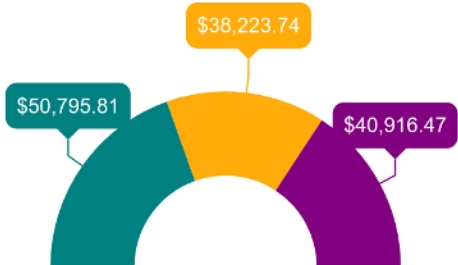
Financial Review Jan. - Nov. 2017

Our financial reports will be finalized in January 2018.

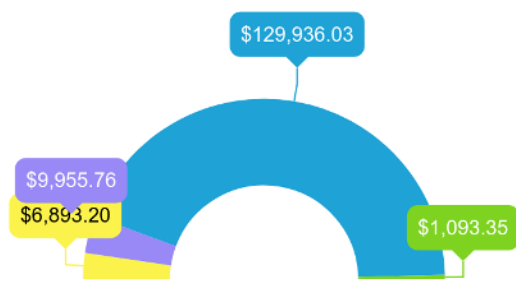
Income



Program Expenses



All Expenses



- Early Childhood Education
- Women's Empowerment
- Family Support Services
- Unrestricted
- Programs
- Administration
- Operations
- Fundraising

With Much Gratitude for our Supporters!



This year, Programa Velasco actively sought to build solidarity both in El Salvador and abroad-- and we were richly rewarded. With volunteers ranging from successful Salvadoran entrepreneurs, to San Ramón natives, to Chicago grad students and professionals from around the U.S., we are all inspired by this important exchange of talent and experiences.

Thank you for all you have done!

Carrie Todd, Lauryn Gregorio, Raquel Arana, Carla Levy, Christian Morales, Gracia Molina, Students from Programa Ellacuria and the Casa de la Solidaridad, Noelle Brigden, Bonnie Berg, Nicole Warder, Laura Palukaitis, Santa Clara Univ. Professor Long Le and students in his Micro-credit Lending class, and CRISPAZ university, high school, and faith community delegations.

Special thanks to -
Our Board of Directors:

- Andy Mark
- Patty Rauch-Neustadter
- Tito deAlcuaz
- Katy Erker-Lynch
- Sidhartha Adholekar
- Chantal deAlcuaz
- Juan Velasco
- Nancy Svoboda

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stories on our blog.

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