

2024 Year in Review

Dear *Familia Poderosa*,

We are grateful for another year of contributing to our collective efforts of enabling the powerful children of Colombia to embrace their power and potential by way of athletic programs created by fearless, passionate, and selfless community leaders. Every year, we acquire new learnings that improve our ways of working, strengthen our relationships with the vulnerable communities we serve, and expand our vision for ways to invest in our beautiful Colombia.

In 2024, we evolved our two inaugural programs, Caminos Nativos' *'Pedalea Con Conciencia'* and Alpha FC's *'Un Sueño Que Construye Sueños'*, shifting from 6-month to 1-year long investments. We plan to continue to pilot new partnerships in short durations but have learned that a longer term investment once the program has proven its impact results in administrative efficiencies, sustained momentum, and increased trust with the communities and their leaders. Thank you to Julio Jaramillo and Evergreen Communities, LLC who continue to fund *'Pedalea Con Conciencia'* in full.

Measuring impact by the numbers is never enough to illustrate the progress on the ground. However, we are proud to share that this past year, we reached 215 children and raised over \$43,000 USD. During our trip to Colombia in November, we heard phrases like: *"El deporte es paz"* (sport is peace) and *"Lo que se escribe en el alma de un niño no se puede borrar"* (what you write in a child's soul cannot be erased). The joy, gratitude, love, vulnerability, and resilience of the kids, their families, and their leaders shone bright in every visit.

Thank you for continuing to believe in this mission, to invest in this mission, to enable us and our children to dream big. We have exciting plans for 2025 and none of it could be possible without your support, the support of our familia poderosa.

With infinite gratitude and inspiration for the future,

The Powerful Children Colombia Team



About

Powerful Children Colombia (PCC) is a nonprofit organization based in California, USA, with the stated mission to support Colombian led-efforts that enable all children to embrace their individual power and potential. PCC's demographic focus is children ages 5-17 who are living in under-resourced areas in Colombia. PCC is committed to supporting children in Colombia through athletic, cultural, and other educational opportunities that lead to economic and social stability by raising funds to subsidize programs run by Colombian-led partner organizations.

Employer Identification Number (EIN): 87-3057220 | Incorporated October 12, 2021, & Certified as 501(c)(3) January 18, 2022

Website: powerfulchildrencolombia.org

Partner Selection

PCC identifies Colombian-led partner organizations based on the following criteria:

- Organization's work aligns with PCC's mission and demographics
- Organization is registered as an NGO with the government of Colombia
- Organization has a bank account that is registered under the nonprofit name
- Organization has documentation of programs and has demonstrated an impact

PCC works closely with partner organizations to design a scope of work that includes project objectives, beneficiary descriptions, activities, roadmap, success metrics, and budget. Programs are expected to deliver regular technical and financial reports to inform on progress and raise risks to be addressed.

OUR PARTNERS



Above Image: Caminos Nativos founder Paola Arenas Duarte with PCC Board Members Kathy, Hannah and Claudia (November 2024)



Left Image: Alpha FC co-founders Andrea González Londoño and Jorge Esteban Suárez and with the PCC team Hannah, Claudia, Adriana and Kathy (November 2024)

2024 Financials

Financial Snapshot	USD
Revenue & Fundraising	
Individual Donations	\$27,872.16
Grants	\$3,800.00
Event	\$11,807.47
Bank Interest	\$3.65
Total Revenue & Fundraising	\$43,483.28
Expenses	
Programs	\$38,666.03
Caminos Nativos: Pedalea Con Conciencia <i>Reflective of 2024 grant payments only</i>	\$13,175.03
Es Futsal: Un Sueño Que Construye Sueños <i>Reflective of 2024 grant payments only</i>	\$25,491.00
Administrative	\$2,575.69
Donation Platform Fees	\$910.84
Operations (IRS, Web, etc...)	\$1,664.85
Total Expenses	\$41,241.72
Assets	
Cash	\$77,936.23
Total Assets Ending Dec 31, 2024	\$77,936.23
Liabilities	
-	\$0
Total Liabilities Ending Dec 31, 2024	\$0

*Beginning of year cash balance was \$75,770.04

Caminos Nativos: Pedalea Con Conciencia

"Pedalea con Conciencia" (Pedal with Conscience), PCC's inaugural program implemented by our first partner organization Caminos Nativos, is a mountain biking program in Cabrera, Santander, that employs the bicycle as a tool to actively engage and motivate children in the pursuit of holistic development. Children are given bikes, receive support from athletic and mental health coaches, and have an opportunity to build community while learning the ins and outs of competitive cycling. To participate in the program, participants must be enrolled in school.

Since launching in 2022, the project has successfully contributed to enhanced academic performance, strengthened family dynamics, and overall improvement in the children's physical and emotional well-being. As of end of 2024, Phase 3 of the program supports 35 powerful children and the impact is evident, benefiting both the children and the greater community.

The program is now in its third phase, fully funded by Julio Jaramillo and Evergreen Communities, LLC.

Key Achievements in 2024

- **Phase 2 Success!** With an outstanding 97% participation rate (30 beneficiaries), Phase 2 (Sept 2023–March 2024) was successfully completed, demonstrating continuing interest and enthusiasm from the community about the program.
- **Voices of Growth:** Through a powerful closing reflection exercise, participants shared their individual experiences with the program, highlighting their growth in emotional intelligence, self-worth, and their strong desire to continue in the program.
- **Racing Towards Excellence:** Participants competed in five cycling events, achieving seven podium finishes, with Duvan Ortiz emerging as a promising competitive cyclist.
- **Empowering Self-Sufficiency:** Full engagement in community initiatives, such as regular visits to the local nursing home and the "Pinceladas" entrepreneurship project (an art initiative that equips children with the tools to build a startup) is helping shape a sustainable future for the program.
- **Phase 3 Expansion:** Phase 3 (July 2024–July 2025) welcomed five new children, including four girls, enhancing inclusivity and community engagement.
- **English Program:** In between Phase 2 and 3, 15-year old Minnesota volunteer Enzo Peto conducted virtual English tutoring classes every Saturday to support the children in their school development.

2024 Actuals	
Investment	Expenses*
Trainers & Psychologist	\$5,906.40
Operations	\$1,869.18
Equipment & Maintenance	\$867.94
Events & Competitions	\$1,745.22
Total	\$10,388.74



*Actuals reflect funds incurred in 2024 only. Of the last grant payment sent in 2024, \$2,786.29 will be incurred in 2025.

Alpha FC: Un Sueño Que Construye Sueños

Launched in 2022, “*Un Sueño Que Construye Sueños*” (A Dream That Builds Dreams) is a program that was co-designed between Alpha FC – a Fútbol Sala Club (soccer played on small concrete courts) – and Powerful Children Colombia. The program serves four underserved, rural communities surrounding Pereira, Risaralda – Acacias, La Palma, Tarparcal, and Tribunas. Alpha FC founders Jorge Esteban Suárez and his partner Andrea González Londoño aim to form humans with integrity by way of futsal, with intentional programming around mental health, nutrition, and community-based connection. As of the end of 2024, this program reaches 180 children.

The program’s motto: “Discipline can help us overcome any adversity.”

Key Achievements in 2024

- Program Growth:** Program expanded from 100 to 180 children in its latest phase, adding more sessions to maintain small groups organized by age group.
- Mental Health:** Intentional sessions focused on emotional awareness and management have led to increased empathy toward others and self, interpersonal communication, and conflict resolution. This is seen on and off the court.
- Family Integration:** Established network of parents and other family members to discuss domestic realities in a safe space and provide resources for mental health emergencies, domestic violence, and healthy nutrition. These tools have shifted how children make choices regarding their snacks before and after practice.

2024 Actuals	
Investment	Expenses
Trainers, Psychologist & Nutritionist	\$15,559.67
Operations	\$3,388.20
Total	\$18,947.87

**Actuals reflect funds incurred in 2024 only. Of the last grant payment sent in 2024, \$6,543.13 will be incurred in 2025.*



A HUGE THANKS TO EVERYONE WHO HAS CONTRIBUTED TO OUR EFFORTS!

Powerful Children Colombia Team



Claudia Daza
Co-founder & Sr.
Director of Programs



Hannah Mora
Co-founder & Board
Secretary



Johana Suarez
Co-founder &
Treasurer



Kathy Suarez
President &
Co-founder



Adriana Suarez
Director of Programs



Julian Mesa
Accountant & Director
of Programs



Sandra Orozco
Director of Programs



**And a special thanks to YOU -
our *familia poderosa* who has generously supported this work!**