



2019 Annual Report

Pionero Philantropy

Supporting grassroots nonprofits in creating a brighter future for Central American communities by guiding donors on their philanthropic journey, making a meaningful and lasting impact





DEAR PIONERO SUPPORTERS,

2019 was a magnificent year for the growth of Pionero Philanthropy and the maturing of our services and direction going forward.

Our fundraising successes included securing 2 donors for 2 very worthy causes, ASSADE, a healthcare provider to rural and vulnerable communities, and MINNASAN, an after school program in a crime red zone in Chimaltenango.

Regarding our credibility building in the Philanthropy field, Pionero attended 4 Philanthropy focussed conferences and we built stronger relationships with the Lily Family School of Philanthropy at Indiana University and the University of Texas.

We took on our first interns who assisted us in making an interactive map of the nonprofits Pionero partners with and who also analysed and tested our Theory of Change.

With regard to our awareness raising and partnerships efforts, we hosted a week long Ambassadors Summit in August where a selection of people from the US came to learn more about Pionero and to visit some of our exemplary nonprofits that we represent.

From the summit, it was realised the untapped potential of Pionero's data on the Guatemalan Philanthropy environment, something that no other organization possesses.

Thanks to 2019's learning and growth period we are more determined and focussed than ever to confidently stride into 2020 with more self-assurance than ever.

Here's to 2020!

Harriette Rothwell
Founder & Director



THE TEAM



Mission

To support grassroots nonprofits in creating a brighter future for Guatemalan communities by guiding donors on their philanthropic journey, making a meaningful and lasting impact.



Vision

To be the industry leader and trailblazer for the philanthropy sector in Central America. To have a proven track record of creating meaningful outcomes.



Our Values

- Trustworthy, reliable & accurate expertise
- High impact, sustainable development solutions
- Innovative & Bold
- Relevant, locally engaged & culturally competent
- Transparent & Ethical
- Efficient & Professional
- Meaningful partnerships



THE TEAM



HARRIETTE
ROTHWELL

Director



EMMA
BOURKE

Donor Relations Manager



ASIA
BLACKWELL

Head Researcher



ZITA
TANGEL

Head of Communications



DANIEL
CASIA

Media Consultant & Content Creator

METHODOLOGY

Pionero Philanthropy developed an innovative and effective methodology for nonprofit analysis based on best practices that is relevant and realistic in the Central American non-profit context. This methodology is based on five different pillars of analysis: impact evidence, evidence of need, transparency, efficiency and sustainability. This involved primary data collection, visiting the nonprofit site and secondary data collection and analysis. For more detail our Theory of Change is available please visit our website



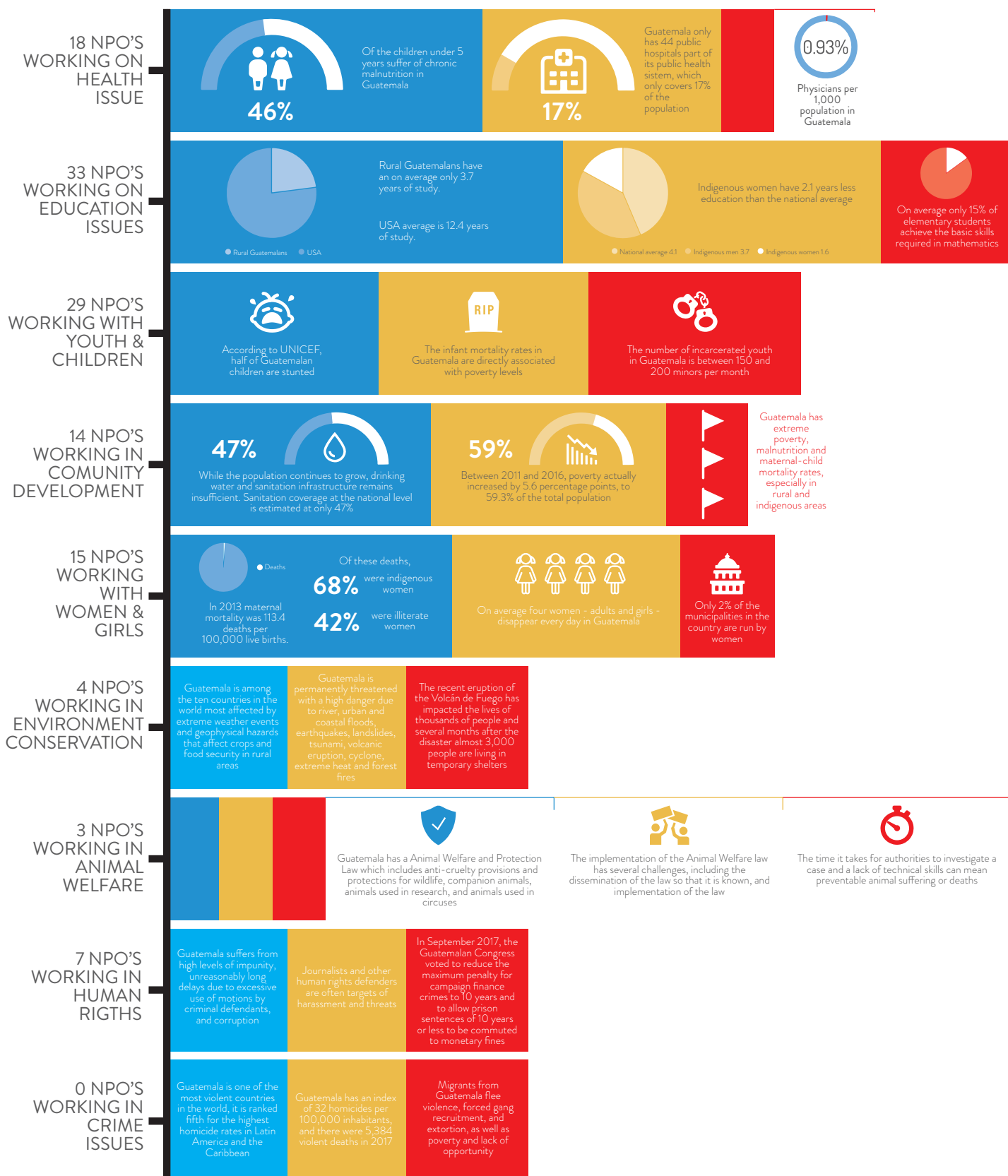
NEED

Pionero Philanthropy is currently operating in Guatemala with the intention of expanding into the other Northern Triangle countries in the future. Guatemala endured a 36-year civil war with the conflict lasting from 1960 to 1996, eroding Guatemala's weak institutions, its capacity to provide services and other public goods, and deepening inequality and widening the gap between rural and indigenous people. 9 out of 10 indigenous inhabitants in rural areas of Guatemala live in poverty, and over one million inhabitants in Guatemala's western highland rural areas do not have access to electricity.

More migrants from Guatemala than from anywhere else are trying to cross the border into the US. Nine billboards in Guatemala paid for by the American government warn about the dangers of the trip north. There are also advertisements on radio and television with additional warnings, all at a total cost of about \$750,000. However these warnings have not proved effective. By investing in Guatemala you can be part of the solution through creating better opportunities for Guatemalans so they can stay in their home country.

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WE WORK WITH NONPROFITS THAT ADDRESS NINE CRUCIAL NEED AREAS



WHAT WE DO

There is a clear disconnect between US donors and Central America nonprofits due to a lack of reliable information about nonprofits in Central America, fears of corruption, doubts about nonprofit validity, and the language barrier. Additionally, smaller nonprofits have a lack of visibility and foreign exposure due to their low resources.

We bridge this gap by evaluating nonprofits and creating an environment where donors can invest with full confidence and assurance that donations will be used for the purposes for which they are given. We have created a database of nonprofits built on an academically and experientially backed methodology that is contextually relevant and impartially applied.

4 STAGES OF SERVICE



Stage 1: Philanthropy Strategy

We believe you need to go back to basics if you are serious about incorporating Philanthropy into your operations. Pionero Philanthropy has over 10 years experience working with corporate clients and non-profit cause partnerships. We know what makes a great strategy and partnership. We provide workshop strategy sessions to drill down into company values, priorities and culture in order to formulate a bespoke Philanthropy Strategy.



Stage 2: Cause Selection / Matchmaking

Pionero Philanthropy has a portfolio of amazing nonprofits of all types in our comprehensive database, each one vetted against our rigorous criteria. We visit with each nonprofit and evaluate them using our five pillar criteria to measure the efficiency, transparency, need/relevance, sustainability and impact of the nonprofit



Stage 3: Project Design & Implementation

We provide trusted Project Management experts to ensure projects run efficiently. Our consultants are well versed in how things work, timescales, logistics and culture in Central America so are best placed to implement and design projects with efficiency and accuracy. Additionally we encourage donors to support nonprofits through capacity building which involves multiday workshops facilitated by local experts teaching nonprofit directors about project management, social impact evaluation, or fundraising. This service is imperative in empowering nonprofit leaders to gain access to high quality trainings in order to better serve their beneficiaries.

Stage 4: Evaluation & Assessment

We assess, measure, research and analyse programs and give concrete results and reports. We also advise on how programs can be improved for increased future success.



RESEARCH DEPARTMENT



Pionero Philanthropy's research department was created to meet the need for and bridge the gap in philanthropic research with a focus on Central America. The Pionero network allows us to gain an inside look at nonprofits in Guatemala, US donors and donation trends, and the philanthropy sector of Central America. We aim to be academically pertinent and up to date, adaptable to the changing environment, and continuously strengthening Pionero's methodology by providing cutting edge studies and literature reviews. With research partnerships, dissemination of surveys, publications in journals and academic blogs, and online features, Pionero is leading the way to improved knowledge and visibility of the Central American development environment.

In 2019, the Pionero research department had the opportunity to accept publication in the Indiana University O'Neill School of Public and Environmental Affairs' Journal of Public and Environmental Affairs. The piece entitled "Efficiency and Unrestricted Gifts in the Guatemalan Nonprofit Sector" is scheduled to be published in early 2020.

The department also launched its Research Partnership Program and was incredibly fortunate to be accompanied by two amazing interns from the University of Texas at Austin's Lyndon B. Johnson School of Public Affairs' RGK Center for Philanthropy and Community Service's Connect Program.



ETHAN TENISON



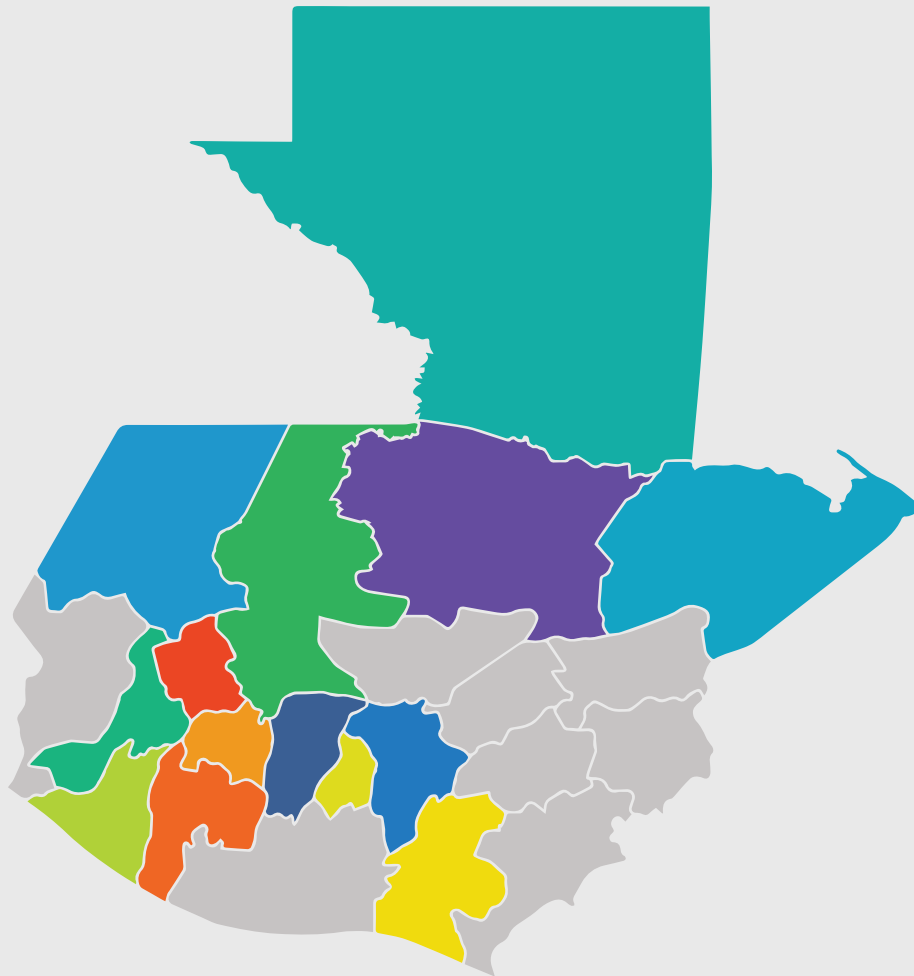
Is a graduate student pursuing a Masters of Global Policy from the LBJ School of Public Affairs at the University of Texas in Austin. His research has focused on using data science for policy analysis in the areas of poverty alleviation, immigration, and corruption. Tenison joined the Pionero team over the fall semester. His contributions to research on the Guatemala Development Environment have been indispensable. From assisting the department with clean nonprofit data organization to using data science tools to analyze and visualize the distribution of nonprofits in Guatemala, including the creation of an interactive mapping application using geographic information systems, Tenison's data expertise has taken the Research Department's visions and made them a reality. Pionero is very happy to announce that Tenison will be continuing with the team through the Spring 2020 semester! Stay tuned for the official release of our nonprofit virtual map in 2020!



JANANI RAVIKUMAR

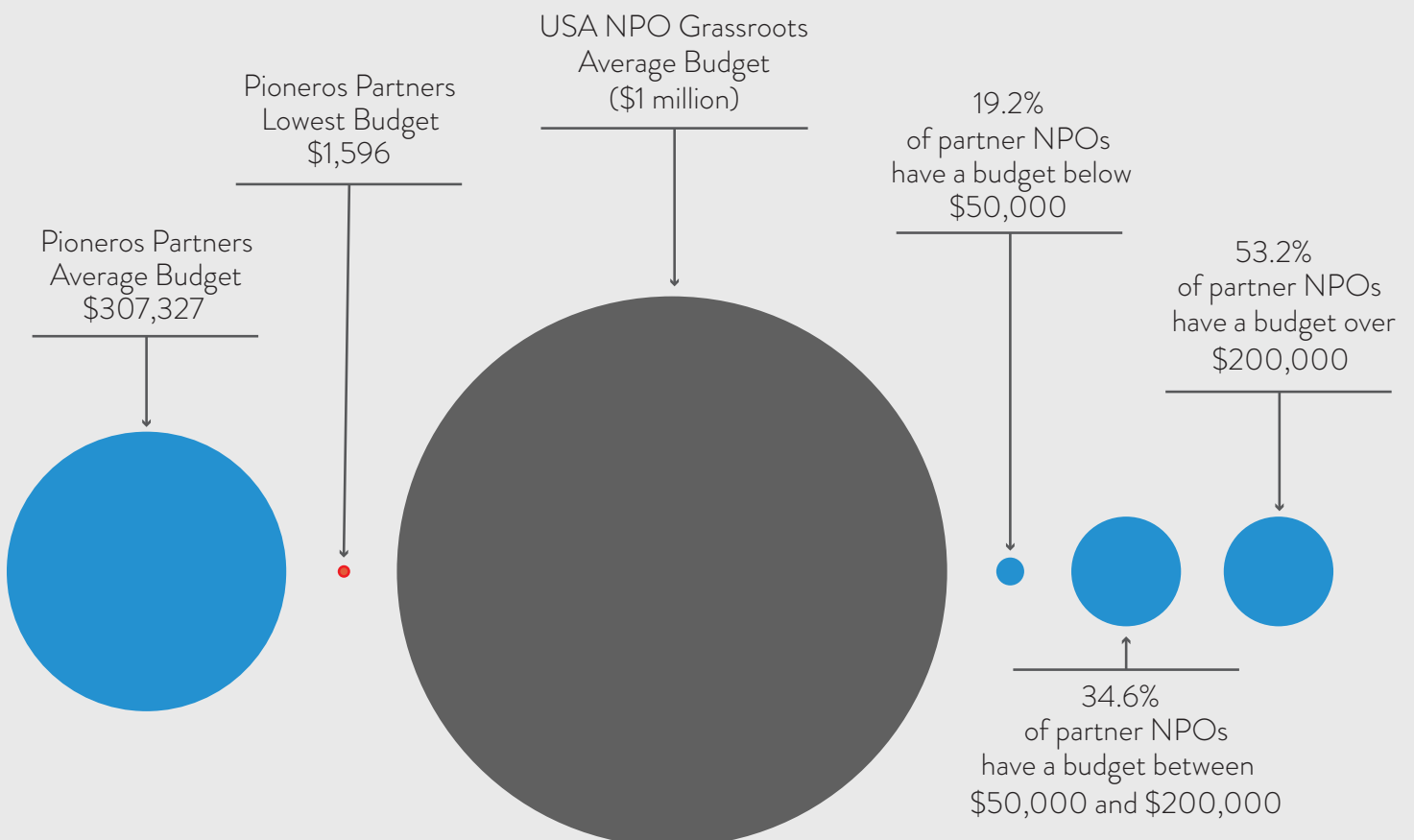
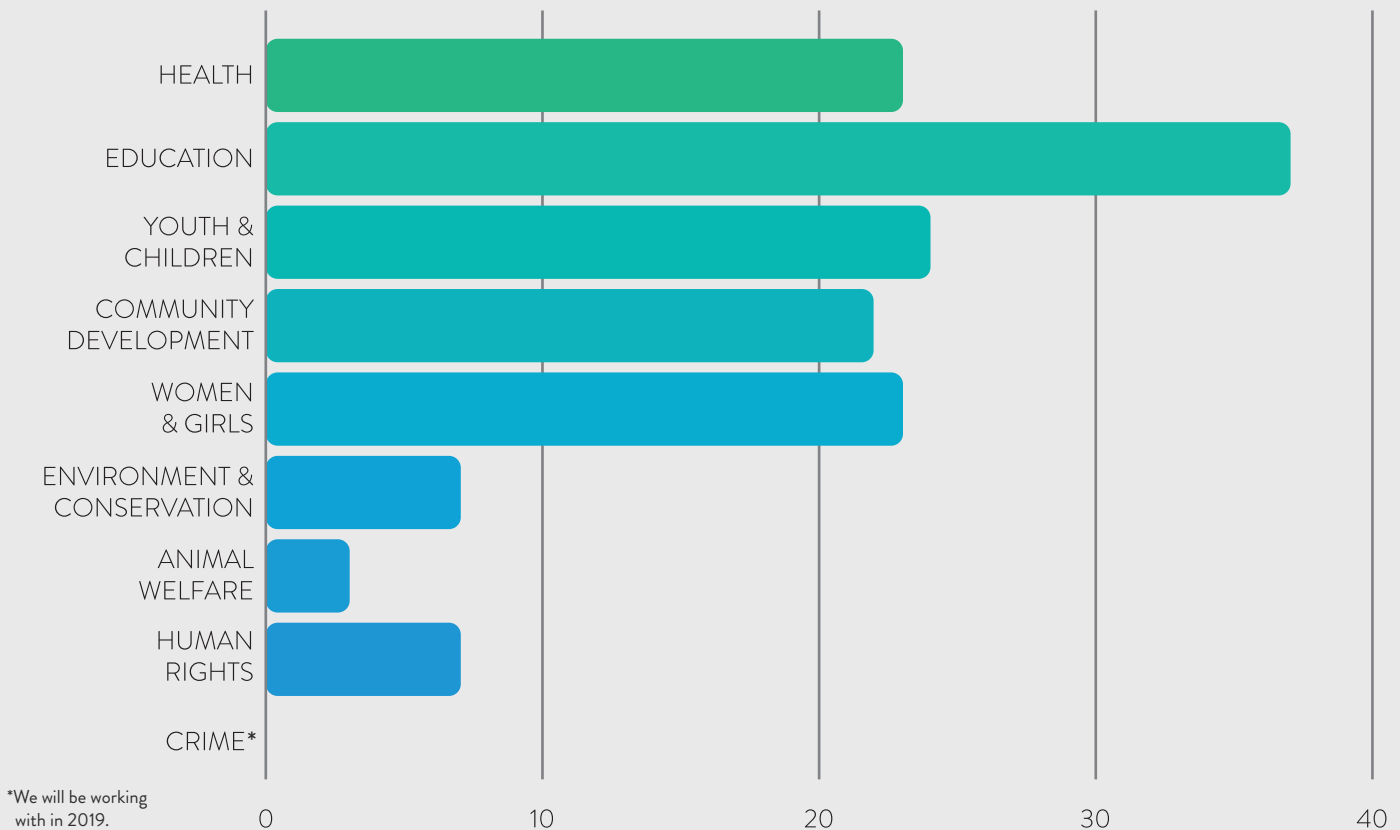
An information studies major at the U of T with experience in nonprofits and development, also joined the Pionero team over the fall semester to assist with survey analysis and literature review in support of Pionero's Theory of Change. By contributing to the research surrounding our organization's assumption, Ravikumar's work helped to provide the building blocks for Pionero's operations going forward.

PARTNER NPO LOCATIONS



- Alta Verapaz:
San Cristóbal
- Chimaltenango:
Tecpán, San Juan Comalapa,
Patzún, San Andres Itzapa
- Guatemala:
Ciudad de Guatemala
- Huehuetenango:
Chiantla
- Izabal:
Livingston
- Petén:
Reserva de Biosphere Maya,
Poptún
- Quetzaltenango:
Quetzaltenango, San Martín
Sacatepéquez
- Quiché:
Santa Cruz del Quiché,
Chajul, Nebaj
- Retalhuleu:
San Andrés Villa Seca
- Sacatepequez:
Antigua, Ciudad Vieja, San
Juan Alotenango, Jocote-
nango, San Antonio Aguas
Calientes, San Miguel
Dueñas, Sumpango, Santiago
Sacatepequez
- Santa Rosa:
Hawaii
- Sololá:
Panajachel, San Juan La
Laguna, San Marcos La La-
guna, Santa Cruz La Laguna,
Santiago Atitlán
- Suchitepéquez:
Chocolá
- Totonicapán:
Momostenango

ISSUE AREAS



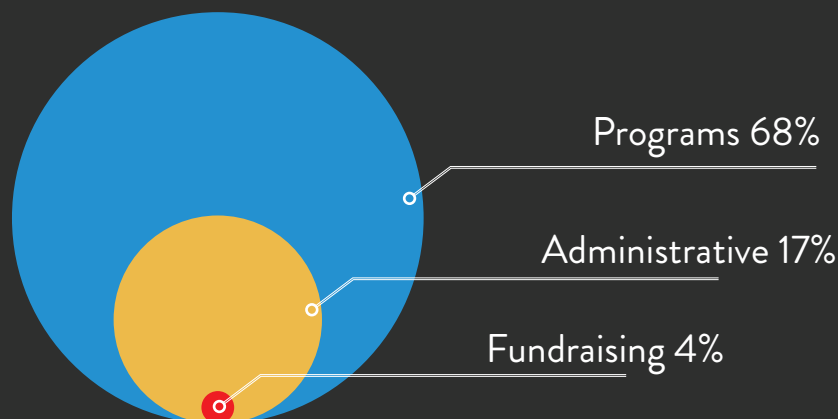
Financials

We are registered as an incorporated nonprofit in Florida under the name Pionero Philanthropy Inc. and have been approved as a s501c3 nonprofit in December 2019. Many of our partner nonprofits are not registered as s501c3 nonprofits as they are small local Guatemalan nonprofits. However, we understand that donors are often seeking a tax exemption for their donations and in this regard we plan on being a fiscal sponsor for those nonprofits once our s501c3 status is approved.

Expenses

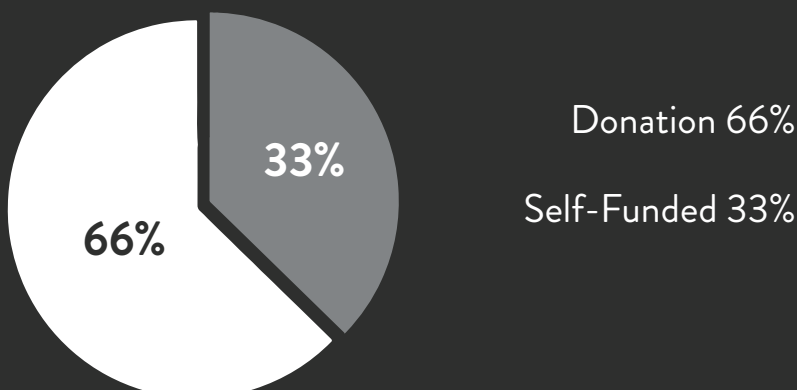
Pionero Philanthropy 2019 Expenses Breakdown

In comparison to 2018, 2019 was a completely different animal with a lot more investment made in the Management and Administrative side of the organization which was necessary in order to implement new systems and learn from professionals in the field in Philanthropy related conferences abroad. Furthermore, Pionero incurred high legal and incorporation fees in addition to bank fees which were not incurred in 2018.



2019 Operating Budget: \$44,084.00

Pionero Philanthropy 2018 Funding Breakdown



The typical US charity CEO earns \$125,000. 10 times our 2019 Operating Budget. 19.2% of our partner NPO's could operate with this amount for 2 years.

2020 Strategic Goals



Pionero Philanthropy is excited to be diversifying its services and in 2020 we will be offering online access to our extensive nonprofit database once our new website is complete. Our aim is for all NPOs in Guatemala to be listed on our site (whether they are partners or not) by using an interactive map that shall filter the NPOs by theme, size, partner status etc. The aim is for the map and online resource to funnel site visitors towards the following three branches of services for our clients:

1. Pionero Consultancy

The boutique consultancy services Pionero has always offered and will continue to do so. We provide high level bespoke consultancy services to major donors such as high net worth individuals, family foundations, corporations and other nonprofit organizations. We know these clients have specific requirements and need to ensure these are met with due diligence. Pionero has already done the evaluating can be the boots on the ground project managers and evaluators in order to guarantee maximum project impact.

2. Pionero Data

Pionero will also launch a new data sharing component offering access to our comprehensive clean research database for institutions or individuals to run analysis.

Over the last 2 years, Pionero has worked countless hours collecting a plethora of relevant data on the nonprofits located in Guatemala. We invite you to use this compiled data to independently run analyses across nonprofits based on location, theme, budget, size, local leadership, gender inclusion, entity registration, sustainability, impact, relevance, efficiency, transparency, etc.

3. PP Research

Moving into 2020, Pionero Philanthropy's Research Department wants to expand its lens and make a much bigger stride in bridging the gap in knowledge on the Central American development environment. We need your help!

Through Pionero's Research Partnership Program, academics, students, professionals, and

researchers alike can take the opportunity to contribute to our pioneering endeavor in 2020.

Research partners and interns collaborate directly with Pionero on a variety of relevant themes within nonprofit management and philanthropy both remotely and/or in the field. Whether it's a focus on the sector's impact on migration, the adaptability of health nonprofits to growing epidemics, or a look at cultural competence within grassroots nonprofits, Pionero Philanthropy can provide you with boots on the ground support, local knowledge and experience, and resources.

No matter which service, Pionero enables donors to donate with the confidence they are supporting an outstanding organization that has a significant impact in their community, when you donate to one of our partner nonprofits you change lives!



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For donor enquiries:
emma@pionerophilanthropy.com

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