



2021 Annual Report

Pionero Philanthropy

Stimulating greater transparency, visibility and credibility of the Guatemalan nonprofit sector in order to facilitate long-lasting and positive change in Guatemala.



Dear **Supporters,**

Despite the continuing uncertainty in 2021, Pionero Philanthropy was still able to make significant strides and steps forward in its development.

We focussed on building more systems that were quarantine proof, and more efficient in time and resources. We also strengthened our US and Guatemala legal and supporter systems in order to garner more long term sustainability.

We made stronger partnerships with current nonprofit partners and University partnerships, we made a new online, bilingual evaluation portal, and added new awards to our nonprofit membership process.

Our priorities in 2022 will be to improve the quality of our data, complete the search bar function on our new website which will be more user friendly, and more fully promote our services both inside and outside of Guatemala.

Here's to 2022!



Harriette Rothwell
Founder & Director



OUR MISSION, VISION AND VALUES



MISSION

To stimulate greater transparency, visibility and credibility of the Guatemalan nonprofit sector in order to facilitate long-lasting and positive change in Guatemala.



VISION

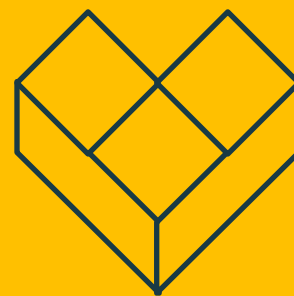
That Guatemala's nonprofit sector is deeply and widely trusted by the Philanthropy Community resulting in greater support and development for the region.



VALUES

- Sustainability, Transparency, Efficiency, Impact & Relevance
- Trustworthy, reliable & accurate expertise
- Innovative & bold
- Locally engaged & culturally competent
- Ethical
- Professional
- Meaningful partnerships





The Team

SIU
SOLUCIONES UN



Harriette Rothwell
Executive Director & US
Board Member



Zita Tangel
Head of Communications



Annie Durkin
Administration and Data
Specialist



Cindy Del Valle
Graphic Designer



Adam Dolle
US Board Member



Daniel Alvarez
Guatemala Board Member



Aury Minchez
Guatemala Board Member



Natasha Persad
US Board Member



Irannis Mejías
Strategic Advisers



Estefania Palomino
Strategic Advisers



Jarlath O'Hara
Strategic Advisers



Rodrigo Fresse
Guatemala Board Member



Pablo Renato Estrada
Guatemala Board Member



Javier Alvarez
Guatemala Board Member



ONLINE NONPROFIT EVALUATION PORTAL

As the pandemic in 2020 and 2021 put a stop to in person visits, we decided to think creatively and efficiently by building an **Online Nonprofit Evaluation Portal**. We were also very fortunate to have the assistance of the University of Texas again who provided a bilingual PhD Communications student who was of great assistance.

The Portal is designed for eligible Nonprofits to complete before a site visit is scheduled. It walks through the 5 Pillars and the 50 connected questions. Nonprofits can link or upload evidence and insert comments.

The portal is bilingual and particular efforts were made to ensure that the platform was as user friendly as possible. For example, tutorial videos and resources were added in both languages in order to assist organizations in completing the evaluation to its full potential.

Although the portal took almost all year to finish, we felt it was worth the investment in time, effort and money. This is because previously, we would perform the evaluation at the site visit which made the process extremely time consuming. Furthermore, oftentimes, many questions were left pending because a lot of information wasn't at the organization's fingertips. This meant that Pionero ended up "chasing" the nonprofit for such information leaving the evaluation process inefficient.

Now the nonprofit can complete the evaluation on their own schedule, save their progress, and come back to it later. The nonprofit can also have multiple people logging in so answers can be shared and added to by different people.

Once the nonprofit completes and submits the 50 questions, Pionero receives an email alert and allocates preliminary scores pending verification of certain areas at the site visit. This means that the site visits will now be quicker with the intention of verifying selected information, and getting to know the nonprofit at an "on the ground" level.





AWARDS

In efforts to incentivize and encourage smaller organizations to become a member of **Pionero Philanthropy**, we decided to launch 4 awards contingent on the organization scoring full marks in certain pillar areas. The awards are:



Another aim for the awards is to provide further visibility for organizations who may not score the highest evaluation scores however do possess characteristics of interest to many who would like to support them.



2 PATHWAYS TO GOLD

We wanted to reward, encourage, and promote not only the organizations that are already high performers, but also those that are making consistent progress.

For this reason, we award organizations with a Gold Seal for Progress and/or Outstanding Achievement.

PATHWAY 1

The nonprofit achieves **90-100** points in the **5 pillar evaluation**

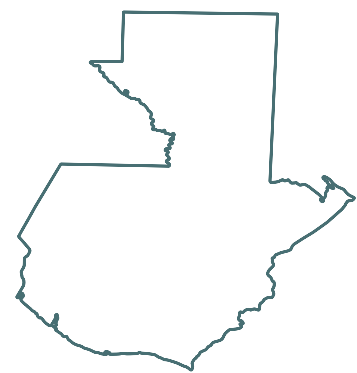


PATHWAY 2

No matter the original score, if the organization improves their score at least once every 6 Months, they are awarded a Gold Seal. We hope that this extra layer of visibility for organizations making efforts to improve their scores casts a stronger spotlight which results in greater attention and support.



ABOUT GUATEMALA

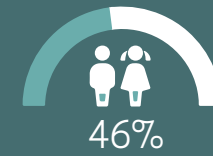


Guatemala endured a 36-year civil war with the conflict lasting from 1960 to 1996, eroding Guatemala's weak institutions, its capacity to provide services and other public goods, and deepening inequality and widening the gap between rural and indigenous people. 9 out of 10 indigenous inhabitants in rural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

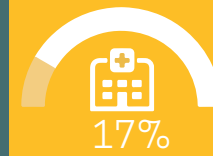
More migrants from Guatemala than from anywhere else are trying to cross the border into the US. By investing in Guatemala you can be part of the solution through creating better opportunities for Guatemalans so they can stay in their home country.

9 WE WORK WITH NONPROFITS THAT ADDRESS NINE CRUCIAL NEED AREAS

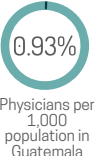
18 NPO'S
WORKING ON
HEALTH
ISSUE



Of the children under 5 years suffer of chronic malnutrition in Guatemala



Guatemala only has 44 public hospitals part of its public health system, which only covers 17% of the population

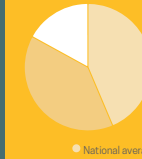


Physicians per 1,000 population in Guatemala

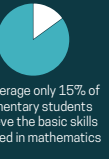
33 NPO'S
WORKING ON
EDUCATION
ISSUES



Rural Guatemalans have an on average only 3.7 years of study.
USA average is 12.4 years of study.



Indigenous women have 2.1 years less education than the national average



29 NPO'S
WORKING WITH
YOUTH &
CHILDREN



According to UNICEF, half of Guatemalan children are stunted



The infant mortality rates in Guatemala are directly associated with poverty levels



The number of incarcerated youth in Guatemala is between 150 and 200 minors per month

14 NPO'S
WORKING IN
COMMUNITY
DEVELOPMENT

47%



While the population continues to grow, drinking water and sanitation infrastructure remains insufficient. Sanitation coverage at the national level is estimated at only 47%

59%

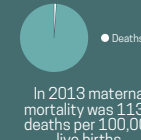


Between 2011 and 2016, poverty actually increased by 5.6 percentage points, to 59.3% of the total population



Guatemala has extreme poverty, malnutrition and maternal-child mortality rates, especially in rural and indigenous areas

15 NPO'S
WORKING WITH
WOMEN &
GIRLS



In 2013 maternal mortality was 113.4 deaths per 100,000 live births.

Of these deaths, 68% were indigenous women
42% were illiterate women



On average four women - adults and girls - disappear every day in Guatemala



Only 2% of the municipalities in the country are run by women

4 NPO'S
WORKING IN
ENVIRONMENT
CONSERVATION

Guatemala is among the ten countries in the world most affected by extreme weather events and geophysical hazards that affect crops and food security in rural areas

Guatemala is permanently threatened with a high danger due to river, urban and coastal floods, earthquakes, landslides, tsunamis, volcanic eruption, cyclone, extreme heat and forest fires

The recent eruption of the Volcán de Fuego has impacted the lives of thousands of people and several months after the disaster almost 8,000 people are living in temporary shelters

3 NPO'S
WORKING IN
ANIMAL
WELFARE



Guatemala has a Animal Welfare and Protection Law which includes anti-cruelty provisions and protections for wildlife, companion animals, animals used in research, and animals used in circuses



The implementation of the Animal Welfare law has several challenges, including the dissemination of the law so that it is known, and implementation of the law



The time it takes for authorities to investigate a case and a lack of technical skills can mean preventable animal suffering or deaths

7 NPO'S
WORKING IN
HUMAN
RIGHTS

Guatemala suffers from high levels of impunity, unreasonably long delays due to excessive use of motions by criminal defendants, and corruption

Journalists and other human rights defenders are often targets of harassment and threats

In September 2017, the Guatemalan Congress voted to reduce the maximum penalty for campaign finance crimes to 10 years and to allow prison sentences of 10 years or less to be commuted to monetary fines

0 NPO'S
WORKING IN
CRIME
ISSUES

Guatemala is one of the most violent countries in the world, it is ranked fifth for the highest homicide rates in Latin America and the Caribbean

Guatemala has an index of 32 homicides per 100,000 inhabitants, and there were 5,384 violent deaths in 2017

Migrants from Guatemala flee violence, forced gang recruitment, and extortion, as well as poverty and lack of opportunity



WHAT WE DO

There is a disconnect between donors, information seekers 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.

Pionero Philanthropy bridges 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 CONSULTANCY SERVICES

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.

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.



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 multi-day 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.

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.





DATA SERVICES

In 2021 Pionero Philanthropy dramatically increased the quantity and quality of information on the nonprofit sector in Guatemala.

Thanks to a fantastic team of volunteers and interns overseen by our Data Specialist, we went from information on a few dozen nonprofits to information on almost 9000 organizations.

As a result of this information and being able to visualize it in the form of an interactive map, we were able to launch new groundbreaking data services.



Partner Nonprofit Data

Our Guatemalan nonprofit database provides access to detailed information on our partner nonprofits that work in nine crucial theme areas: Health, Education, Women, Community Development, Human Rights, Animal Welfare, Youth & Children, Security, Environment & Conservation. We currently have around 45 partner nonprofits located across the country.

Pionero Philanthropy compiles an individual report for each partner nonprofit with in-depth information on the organization including:

- The nonprofit's mission
- A summary of current program
- A description of how the nonprofit meets each of Pionero Philanthropy's 5 Pillars
- A rating score based on our evaluation criteria derived from 50 academic best practices
- The organization's specific funding needs



Non-Partner Nonprofit Data

With almost 9,000 organizations that meet our definition of a nonprofit represented, our database provides access to organized clean data covering:

- Nonprofit location
- Online presence
- Recent activity
- Foundation date
- Budget Size
- Partnership status and reasoning
- Theme area
- Religious affiliation or faith
- Tax registration
- Government funding
- 5 Pillar Evaluation score of Partner nonprofits
- Demographic information



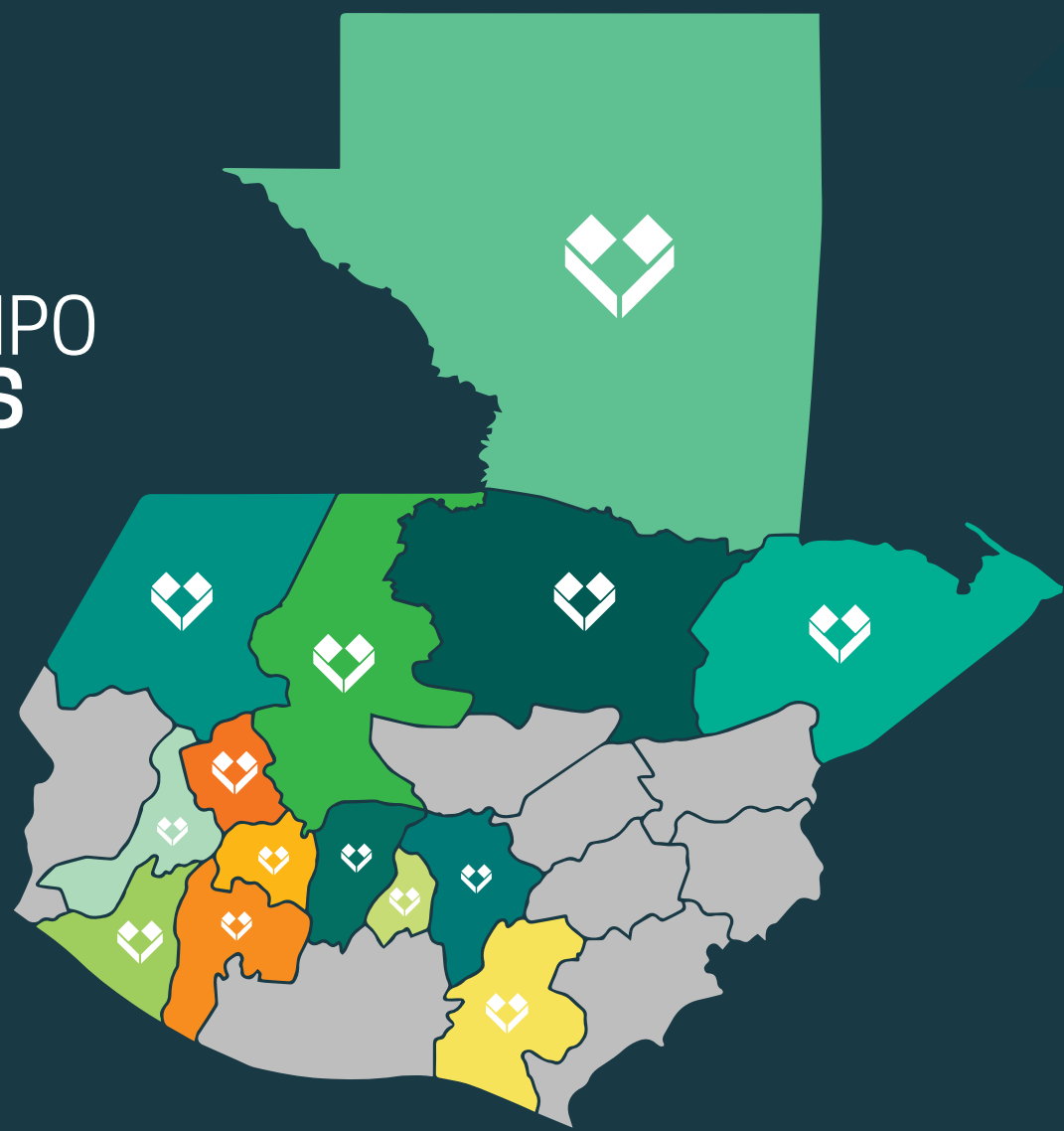
Demographic Information

Our Guatemalan nonprofit database not only contains information about the organizations themselves but also the environment in which they are situated. With statistical data of 65 indicators, our database showcases departmental demographics as they pertain to the developmental theme areas.

We have collated demographic data for all 22 departments in Guatemala which can be purchased as a downloadable and editable spreadsheet.

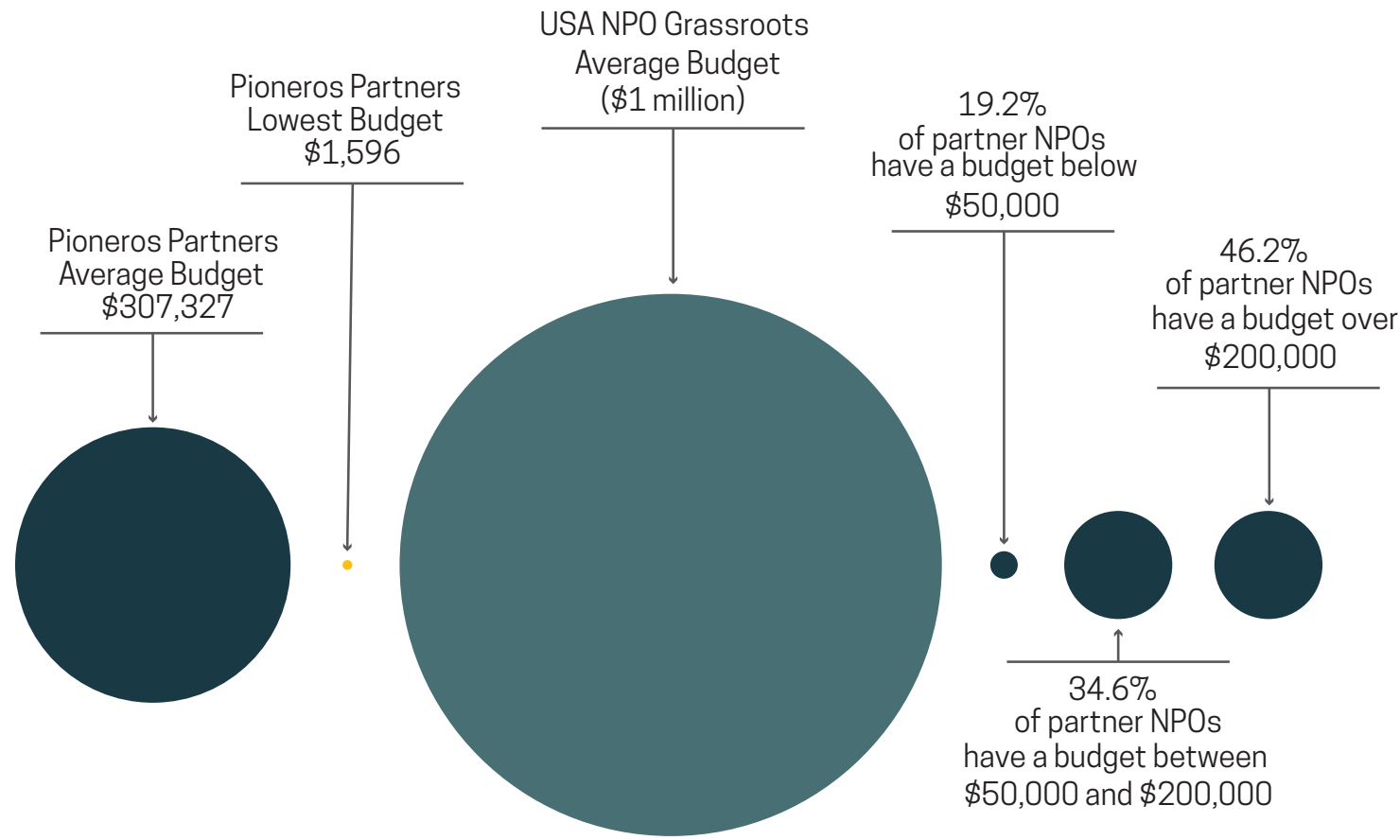
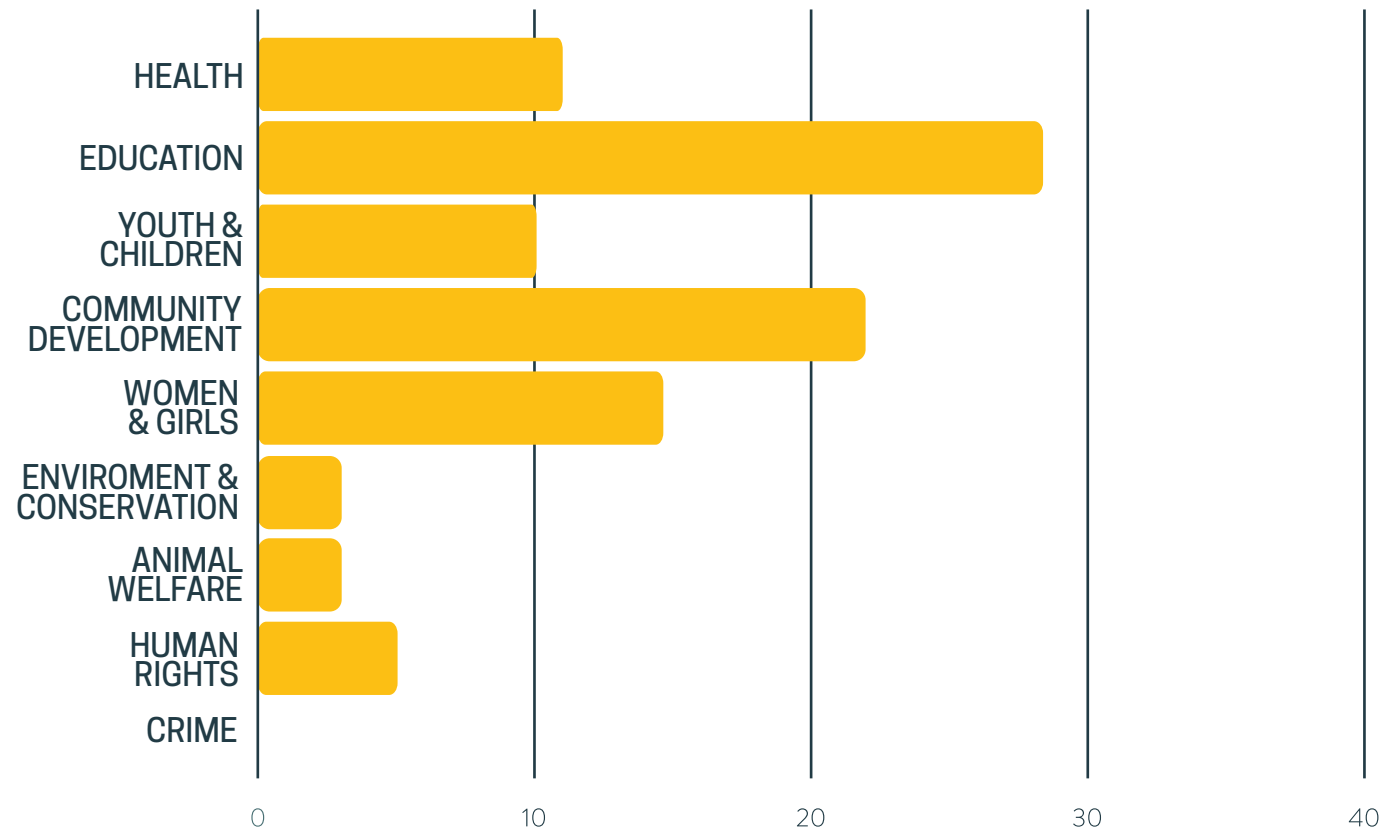


PARTNER NPO LOCATIONS



- Alta Verapaz: San Cristóbal
- Chimaltenango: Tecpán, San Juan Comalapa, Patzún, San Andres Itzapa
- Guatemala: Ciudad de Guatemala
- Huehuetenango: Chiantla
- Izabal: Río Tatin, 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, Jocotenango, San Antonio Aguas Calientes, San Miguel Dueñas, Sumpango, Santiago Sacatepequez
- Santa Rosa: Hawaii
- Sololá: Panajachel, San Juan La Laguna, San Marcos La Laguna, Santa Cruz La Laguna, Santiago Atitlán
- Suchitepéquez: Chicolá
- 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 US donors often seek a tax exemption for their donations and in this regard we can act as a fiscal sponsor for those nonprofits who aren't registered in the US.

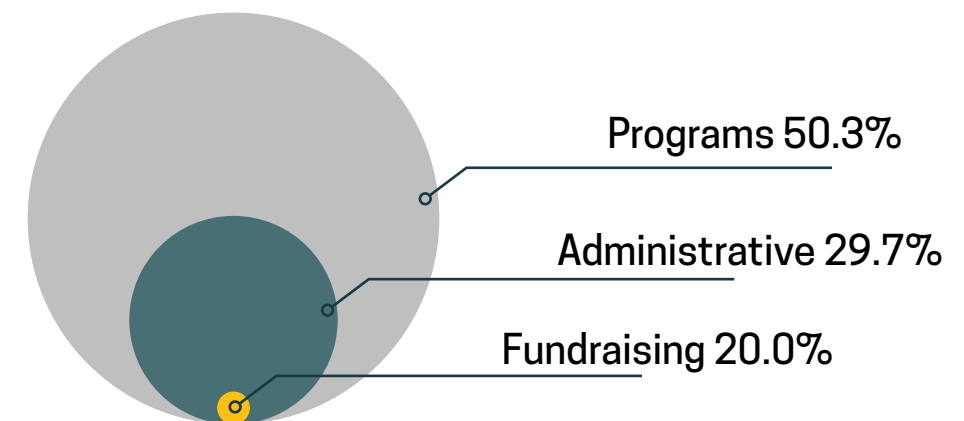


2021 EXPENSES



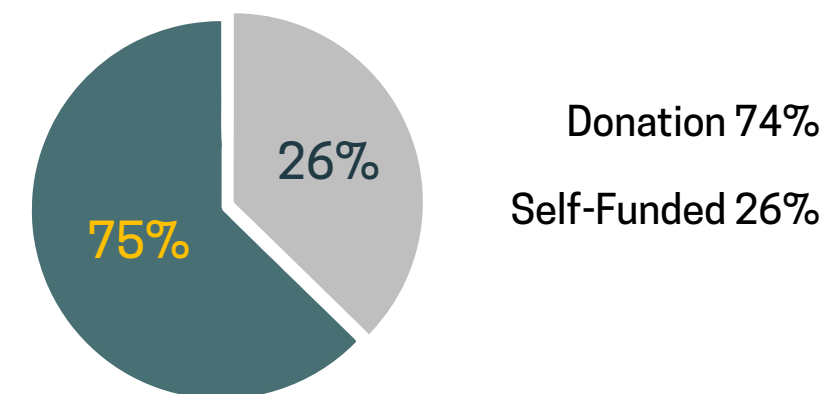
Pionero Philanthropy 2021 Expenses Breakdown

2021's budget was slightly lower than 2020 mainly due to the pandemic's restrictions on international and domestic travel. The team was unable to carry out evaluations or travel to conferences.



2021 Operating Budget: \$15,117,19

Pionero Philanthropy 2021 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.



2022 Strategic Goals

Pionero Philanthropy is excited to be offering even better data and consultancy services in 2022!

Here is a run down of what we have planned!



Quicker and easier Nonprofit Membership Process

With the last couple of years stalling new nonprofit membership and evaluations, we hope that in 2022 through the **Online Evaluation Portal** and through also contracting local site evaluators in each region, that we will be able to accelerate membership growth and increase the number of member nonprofits.



Database Version 2.0!

We are always striving to improve the quantity and quality of our data so in 2022 we will be at it again updating and adding to our data on Guatemala's nonprofit sector.

We will be contracting a Data Officer based in Guatemala who will be in charge of managing and improving our data in addition to recruiting Guatemalan and foreign virtual volunteers to assist us in this noble task!



More user friendly website!

Our aim is for all the improved data to be more **easily and intuitively** accessible. We will have a more user friendly website design with more flexible search options for information seekers.

Furthermore, we aim to have a fully bilingual search bar which will use additional information such as mission, programming and more!

The aim is for the search bar and new site is 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. We provide bespoke consultancy services to clients such as academics, 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 and can be the boots on the ground project managers and evaluators in order to guarantee maximum project impact.

2. Pionero Data

Pionero will launch its improved data sharing component offering access to our comprehensive clean research database for organizations or individuals to access.

As previously mentioned, 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 a multitude of variables which we will continue to add in 2022.

No matter which service, Pionero's vision remains steady, to ensure that Guatemala's nonprofit sector is deeply and widely trusted resulting in greater support and development for the region.



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