

2022 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,

2022 was a great year for **Pionero Philanthropy** with new Memberships, collaborations, and internal improvements.

One highlight included the recruitment of a data team to update our nonprofit information database. This process took 6 months with a team of all female Guatemalans working remotely on behalf of Pionero Philanthropy.

Another milestone included the launch of our brand new website with a more user friendly interface, revamped map with of course, updated nonprofit data.

New consultancy clients included The Lutheran Immigration & Relief Service (LIRS) who sought our services on the ground in setting up the “Camino a Casa” Repatriation Program in Guatemala.

An additional client included Bridge for Billions and United Way who utilized our expertise in Nonprofit Management practices to guide a cohort of 20 Social Entrepreneurs in a “Social Innovation Incubator” program.

Other notable mentions include applying for UN/USAID funding in order to evaluate nonprofits in certain regions in order to tackle the root causes of migration. Additionally, we worked with a group of students from the McCombs School of Business at University of Texas at Austin. These

students were studying Business Systems Development and assisted in analyzing our map and portals in order to make them more user friendly.

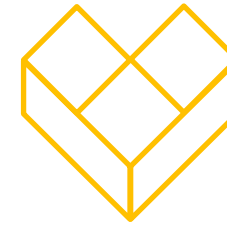
Other than continuing to serve our data and consultancy clients, our main priority in 2023 will be to create a solid incentive and awards scheme for nonprofit members. We understand that for small nonprofits in particular, that time is precious and limited. So in order to encourage more of these organizations to dedicate some time to filling out our online evaluation, we will be providing financial incentives and prizes. Our aim is to have as many eligible nonprofits as possible passing through the evaluation and to maintain their information. With more nonprofit members and by celebrating those who make improvements to their scores and in areas such as Transparency, and Impact, we will be able to have better data and more organizations becoming visible to those who are seeking them.

Here's to 2023!



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.

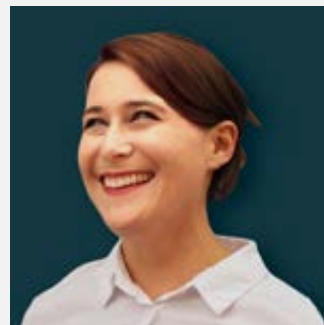


VALUES

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



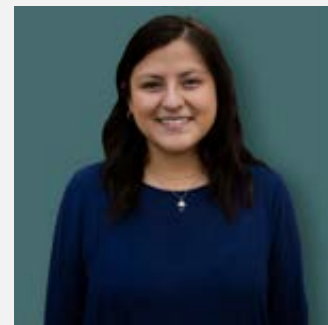
The Team



Harriette Rothwell
Executive Director & US
Board Member



Zita Tangel
Head of Communications



Cindy Del Valle
Graphic Designer



Web Developers
Soluciones UN



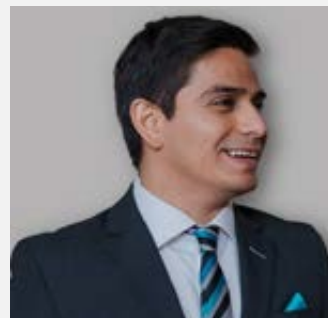
Adam Dolle
US Board Members



Natasha Persad
US Board Members



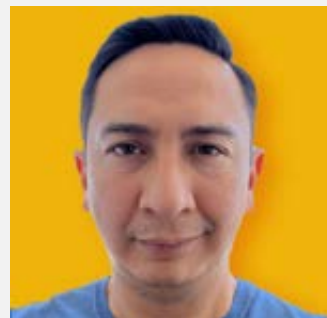
Aury Míncuez
Guatemala Board Members



Daniel Alvarez
Guatemala Board Members



Rodrigo Fresse
Guatemala Board Members



Pablo Renato Estrada
Guatemala Board Members



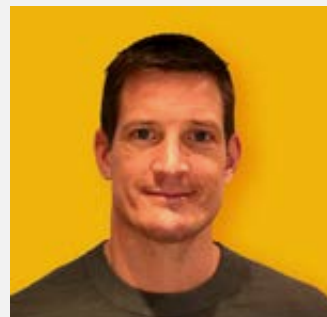
Javier Alvarez
Guatemala Board Members



Irannis Mejías
Strategic Advisers



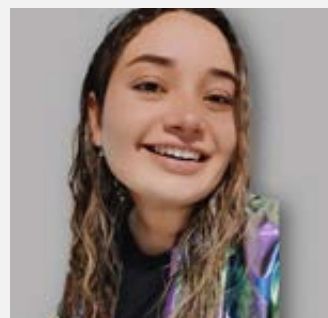
Estefania Palomino
Strategic Advisers



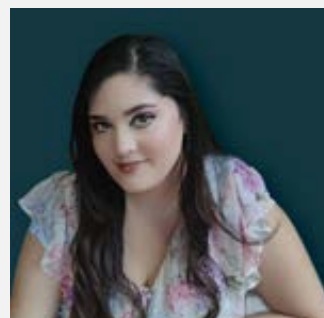
Jarlath O'Hara
Strategic Advisers



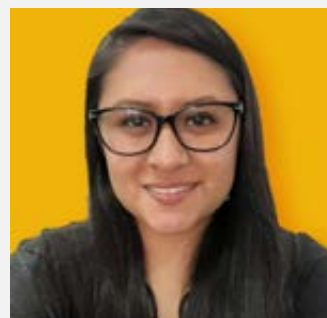
Claudia Tum
Data Officer



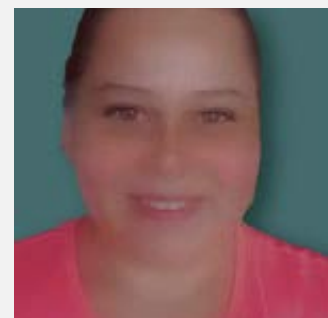
Emily López
Data Assistant



Paola Quevedo
Data Assistant



**Gabriela Alejandra
Tún Rodríguez**
Data Assistant



**Mónica Samayoa
Estévez**
Data Assistant



NEW WEBSITE!

In 2022 we launched our new website! The previous version was information overload and difficult to navigate. The map was also slower to load and respond that we liked.

We therefore employed a company, Blooming, to assist us in ensuring the site is more user friendly for information seekers. In tandem, we also worked with a group of students from the McCombs School of Business at University of Texas at Austin. These students were studying Business Systems Development and assisted in analyzing our map and portals to also make them more user friendly

The process took the whole year but we are ecstatic with the results!

NEW FEATURES INCLUDE:



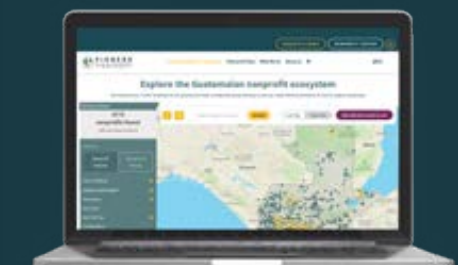
A Search Engine function

On the home page this search bar is the first thing you see. It takes you straight to the interactive map showing the search results.



List View

The map also has a list view where you can see the search results in this format instead of the map.



Plans & Prices

Straight from the map, you can add the selected data to your cart and pay for the one off information or subscribe.

DATABASE VERSION 2.0 & OUR TEAM!

2022 also saw the biggest effort yet in updating and improving the nonprofit database!

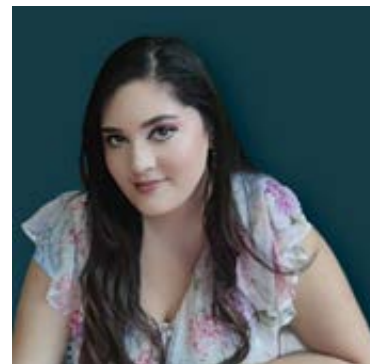
This time we decided to employ an all Guatemalan team headed by a Data Officer to manage 5 Data Assistants.



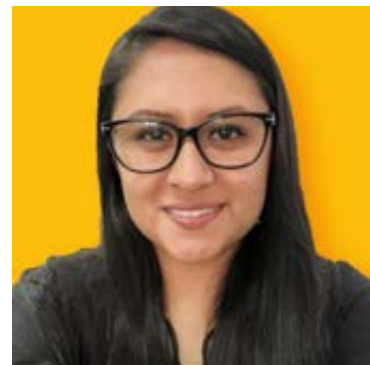
Claudia Tum
Data Officer



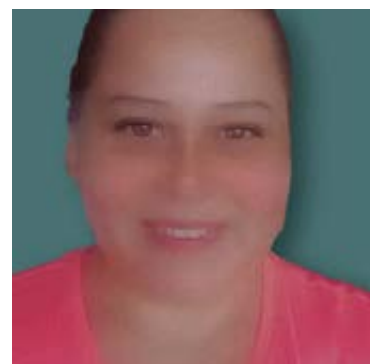
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Data Assistant



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Data Assistant



**Gabriela Alejandra
Tun Rodríguez**
Data Assistant



**Mónica Samayoa
Estévez**
Data Assistant

CONSULTANCY CLIENTS

LUTHERAN IMMIGRATION & REFUGEE SERVICE (LIRS):

2022 saw a new long standing consultancy client for Pionero Philanthropy. The Lutheran Immigration and Refugee Service (LIRS) employed Pionero Philanthropy's services in order for them to set up a new program in Guatemala called "**Camino a Casa**". Key tasks that Pionero Philanthropy carried out included:

- Advising regarding setting up in Guatemala as a Legal Entity.
- Research into migration and Returnee trends according to region and municipality.
- Organizing site visits and meetings with Government and Nongovernmental actors.
- Assisting in recruitment of Head of Program.



**Lutheran Immigration
and Refugee Service**

BRIDGE FOR BILLIONS & UNITED WAY METROPOLITAN DALLAS:

Another client until December 2022 included Bridge for Billions in cooperation with United Way Metropolitan Dallas. Bridge for Billions is a company that has an online incubation program for entrepreneurs.

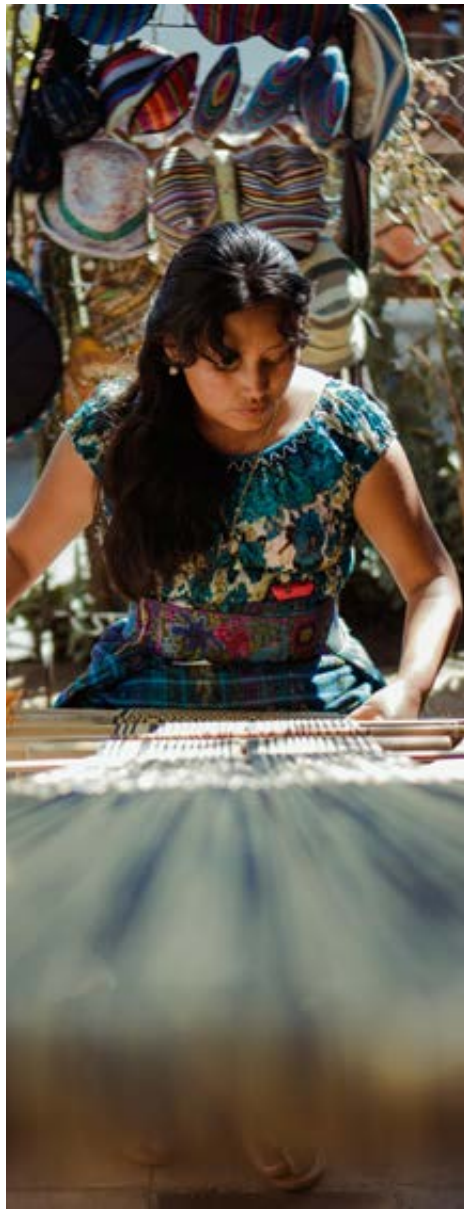
This role involved the preparation and facilitation of 8 one-hour sessions with a cohort of 20 social entrepreneurs and non-profit leaders. During this "**Social Innovation Incubator**" program with United Way Metropolitan of Dallas, Pionero Philanthropy adapted for-profit focussed materials and teachings for the group of nonprofit leaders from Black and Latino Backgrounds.

Each session covered one tool of the Bridge for Billions methodology including Pricing, Strategy, Fundraising, Impact, and more.

**Bridge
for
Billions**
connecting growth

**United
Way**
Metropolitan Dallas





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.

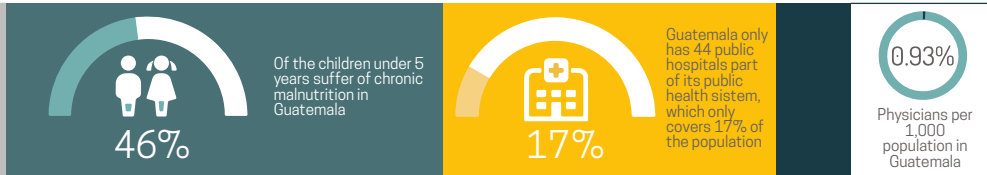


ABOUT
GUATEMALA

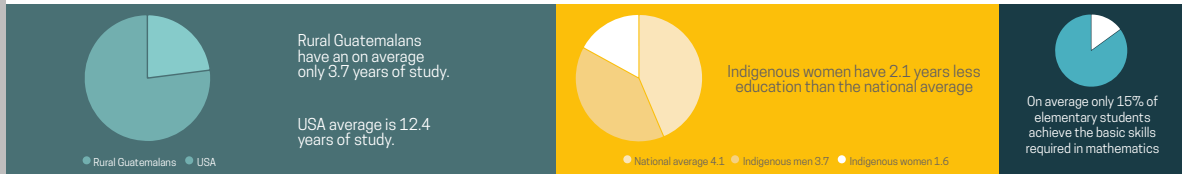
Guatemala endured a 36-year civil war with the conflict lasting from 1960 to 1996, eroding Guatemala’s weak institutions, its capacity to provide services and other public goods, and deepening inequality and widening the gap between rural and indigenous people. 9 out of 10 indigenous inhabitants in rural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

9 WE WORK WITH NONPROFITS THAT ADDRESS NINE CRUCIAL NEED AREAS

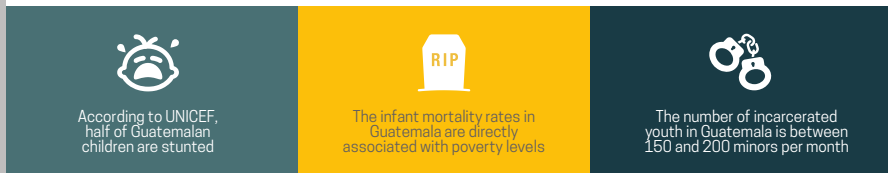
18 NPO’S WORKING ON HEALTH ISSUE



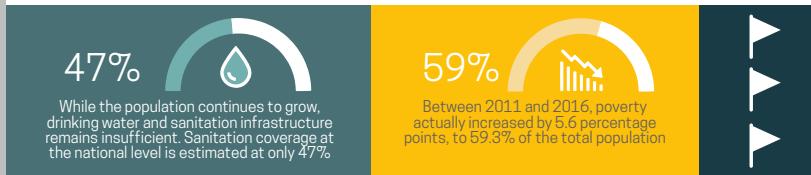
33 NPO’S WORKING ON EDUCATION ISSUES



29 NPO’S WORKING WITH YOUTH & CHILDREN



14 NPO’S WORKING IN COMMUNITY DEVELOPMENT

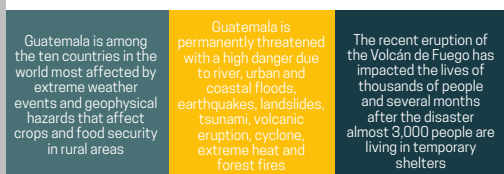


Guatemala has extreme poverty, malnutrition and maternal-child mortality rates, especially in rural and indigenous areas

15 NPO’S WORKING WITH WOMEN & GIRLS



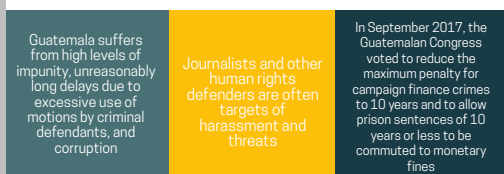
4 NPO’S WORKING IN ENVIRONMENT CONSERVATION



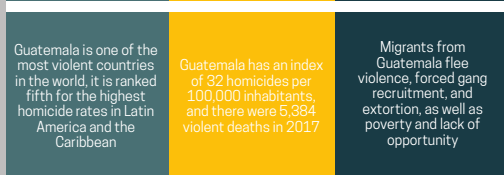
3 NPO’S WORKING IN ANIMAL WELFARE



7 NPO’S WORKING IN HUMAN RIGHTS



0 NPO’S WORKING IN CRIME ISSUES





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 provide the transparency, visibility and credibility that is needed to stimulate confidence and informed decisions. We have created a database of nonprofits built on an academically and experientially backed methodology that is contextually relevant and impartially applied.



CONSULTANCY SERVICES

Pionero Philanthropy's consultancy services center around capitalizing on its wealth of knowledge on the Guatemalan nonprofit sector and best nonprofit management practices.

We use our insights and knowledge supported by our data to support individuals and organizations in personalized consultancy assignments.

Areas of expertise include:

- Identifying Strategic Partners in Guatemala
- Establishing Monitoring and Evaluation Systems
- Nonprofit Strategic Planning
- Nonprofit Registration in Guatemala
- Establishing Nonprofit Management Systems
- Trainings and Capacity Buildings on Nonprofit Management



DATA SERVICES

In 2022 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.



Member Nonprofit Data Reports

Our Guatemalan nonprofit database provides access to detailed information on our Member 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 Member nonprofits located across the country.

Nonprofits that have passed through our evaluation process are considered member nonprofits. This means that they have completed our evaluation process which includes a site visit by our team to verify certain information.

Pionero Philanthropy only recommends member organizations given the comprehensive process that each organization has gone through to become certified. The information in these reports is a lot more extensive compared to the non-member organization reports.

Once purchased, a client receives a PDF report for the selected member nonprofit.



Pionero Philanthropy compiles an individual report for each Member nonprofit with 88 data points on the organization including:

- The nonprofit's mission
- A summary of current programs
- 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-Member Nonprofit Data Reports

Most of the organizations in our database are what we classify as Non-members. This means that they haven't completed our evaluation process. This could be for a variety of reasons such as; ineligibility, they are going through the evaluation process, or they haven't heard of Pionero yet! All these organizations, regardless of their status, have been researched by our data team.

Those wishing to purchase information on these organizations select which organizations they are interested in and then purchase the information through our website. The client then receives an excel (xls) file with each row containing the information for each non-member nonprofit.

With almost 9,000 organizations that meet our definition of a nonprofit represented, our database provides access to organized clean data covering over 30 data points per organization including:

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





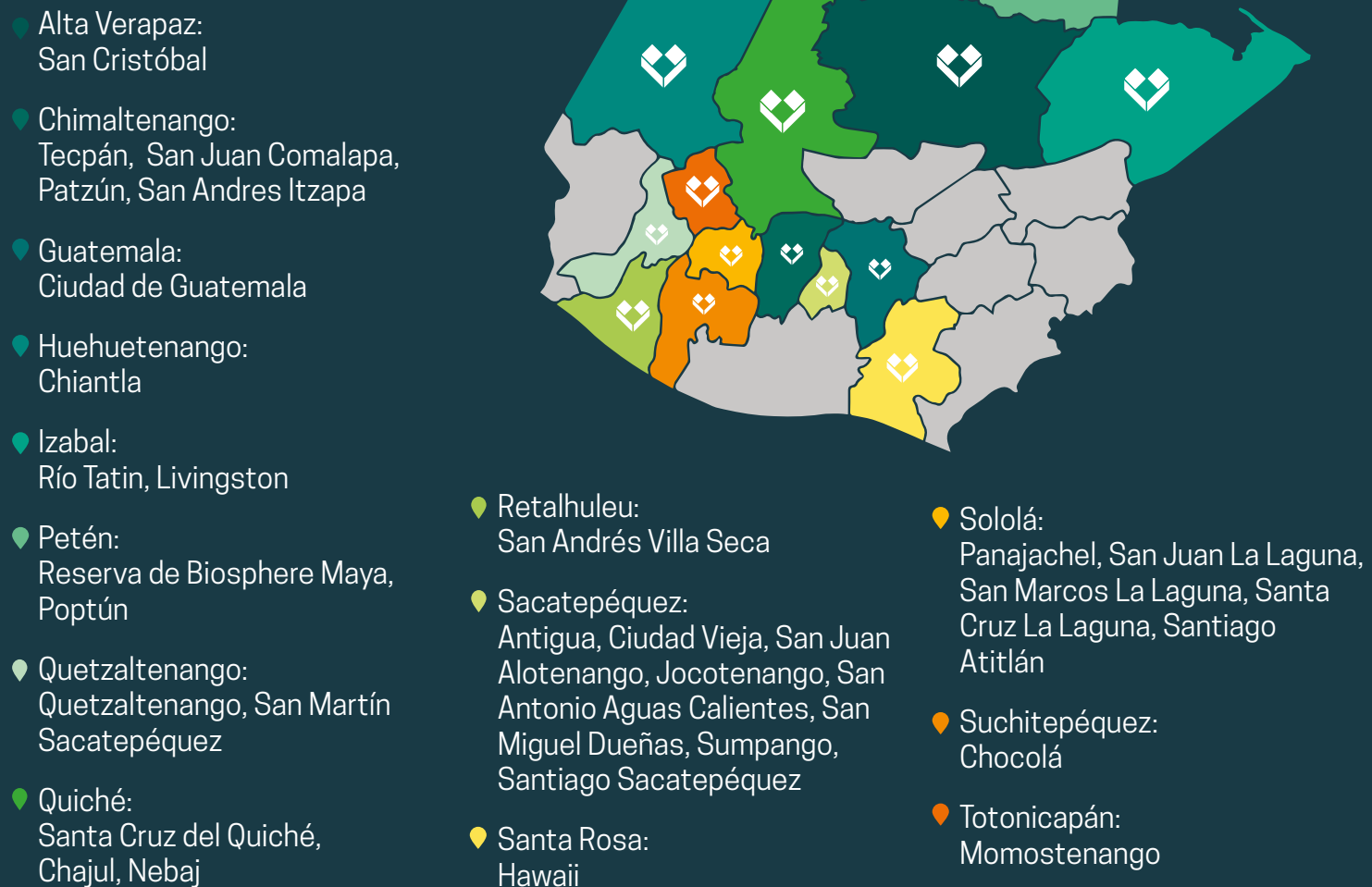
Demographic Information

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 114 indicators, our database showcases departmental demographics as they pertain to the developmental theme areas.

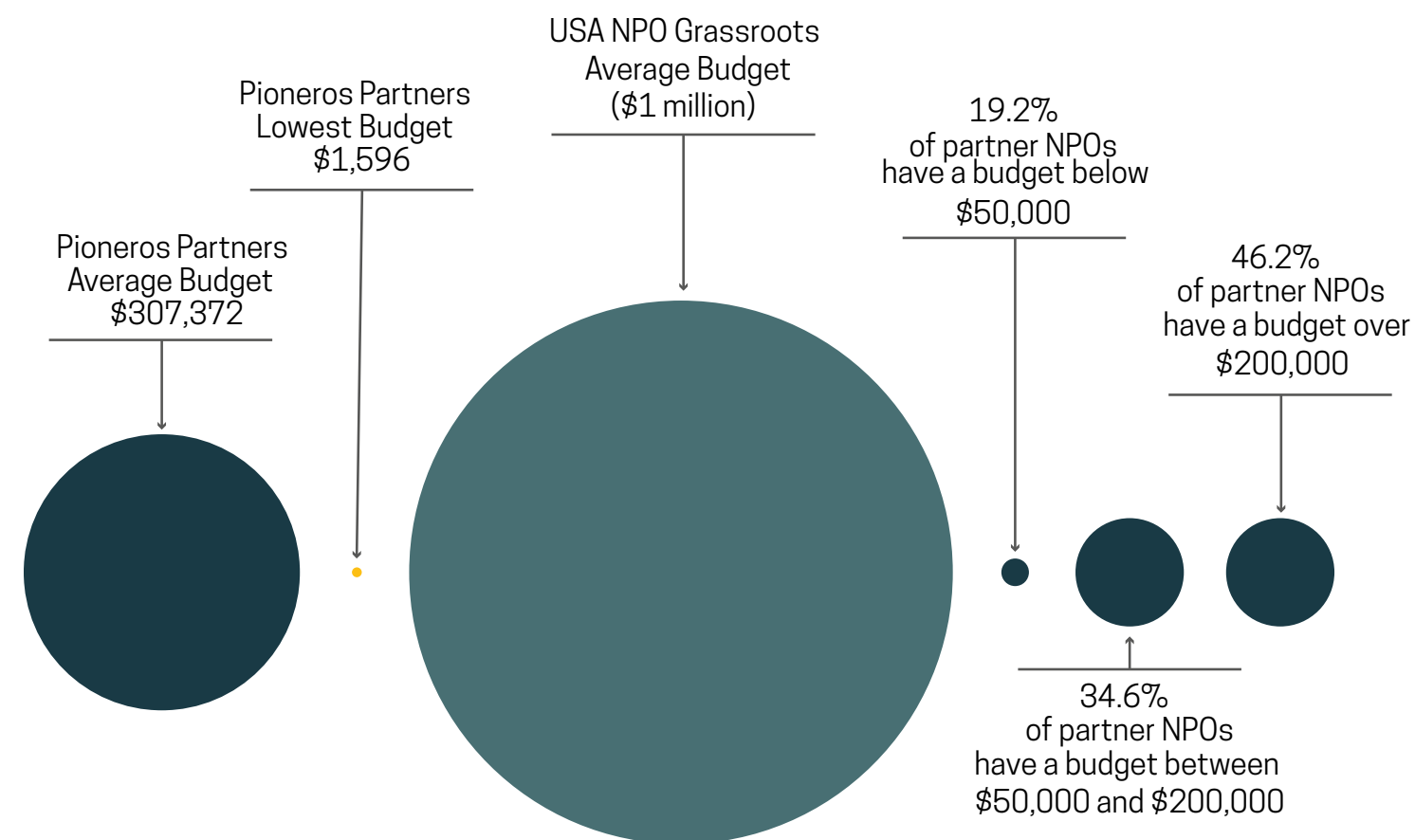
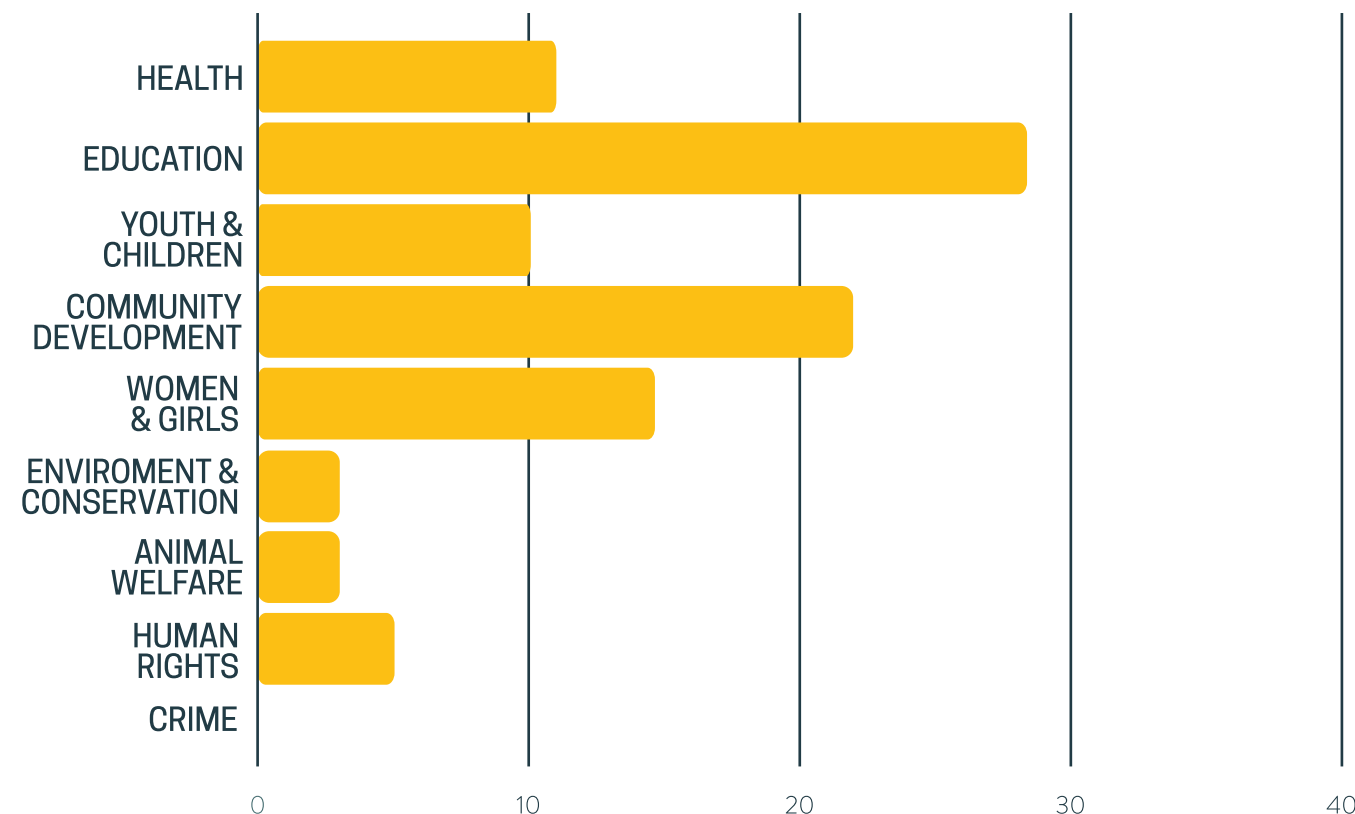
We have collated demographic data for all 22 departments in Guatemala which can be purchased as a downloadable and editable spreadsheet.



PARTNER NPO LOCATIONS



ISSUE AREAS



FINANCIALS

We are registered as an incorporated nonprofit in Florida under the name Pionero Philanthropy Inc. Many of our Member 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.

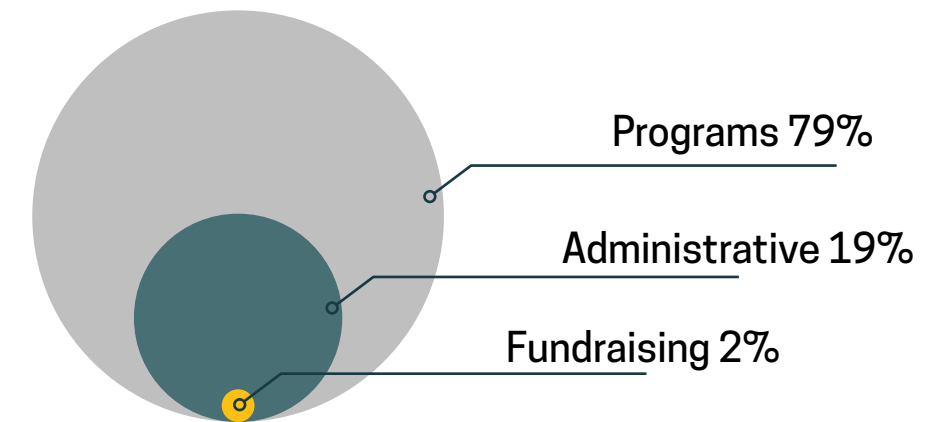


2022 EXPENSES

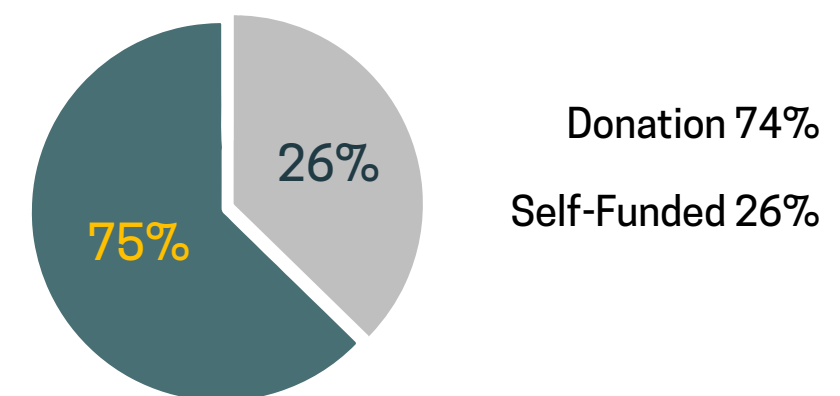


2022's budget was higher than the previous year due to program expenses largely dedicated to employed data assistants and a data officer to update our database. Launching the new website also incurred costs for the new design.

2022 Operating Budget: \$31,808.



Pionero Philanthropy 2022 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.

2023 Strategic Goals

Pionero Philanthropy is excited to be offering even better data and consultancy services in 2023! Here is a summary of what we have planned!



New Incentives and Prizes for nonprofit members

Despite the pandemic slowing down the number of member nonprofits joining Pionero, the new online evaluation process also presented its own challenges. We found that for smaller Guatemalan organizations especially, the evaluation process was infrequently completed to 100%.

Other than making some internal improvements in ensuring that the process is as user friendly as possible, we would like 2023 to involve the establishment of an incentives scheme. We will reward evaluation completion, score improvements, and data maintenance through offering a variety of prizes and incentives to nonprofits.

We will involve the Guatemalan board more heavily in the creation of this scheme and will be leaning on them to assist with idea creation and contacts.



Fully Optimized 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 two branches of services for our clients: **Consultancy, and Data Services**

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



Contact us:

info@pionerophilanthropy.org

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 [@pionero.philanthropy](https://www.instagram.com/pionero.philanthropy)

 <https://www.linkedin.com/>

www.pionerophilanthropy.com