



SAN MARCOS FOUNDATION
ANNUAL UPDATE, NOVEMBER 2018
sanmarcosfoundation.org

MISSION, PROGRAMS, VALUES

We support self-sustaining, community-led initiatives that empower indigenous communities. We currently operate in the Solola state of Guatemala in which 70% of children experience malnutrition. Our pilot year focused specifically in the Mayan community of San Marcos la Laguna.



Un Huevo al Dia
Nutrition Program



Gallinero San
Marcos Hen Farm



Agriculture &
Financial Literacy



A'Cha Pe
Welcome Market

Respect & Dignity

We meet communities where they are and celebrate cultural heritage.

We honor the dignity of every human being and maintain a “teach to fish” rather than a “give a fish” approach.

Humility & Connection

We collaborate with local community members to identify challenges and design possible solutions.

Cooperation & Fellowship

We appreciate partnership and collaboration. We believe “rising tides lift all boats” and relish every opportunity to collaborate, connect with and support one another.

FINANCES & ORGANIZATION

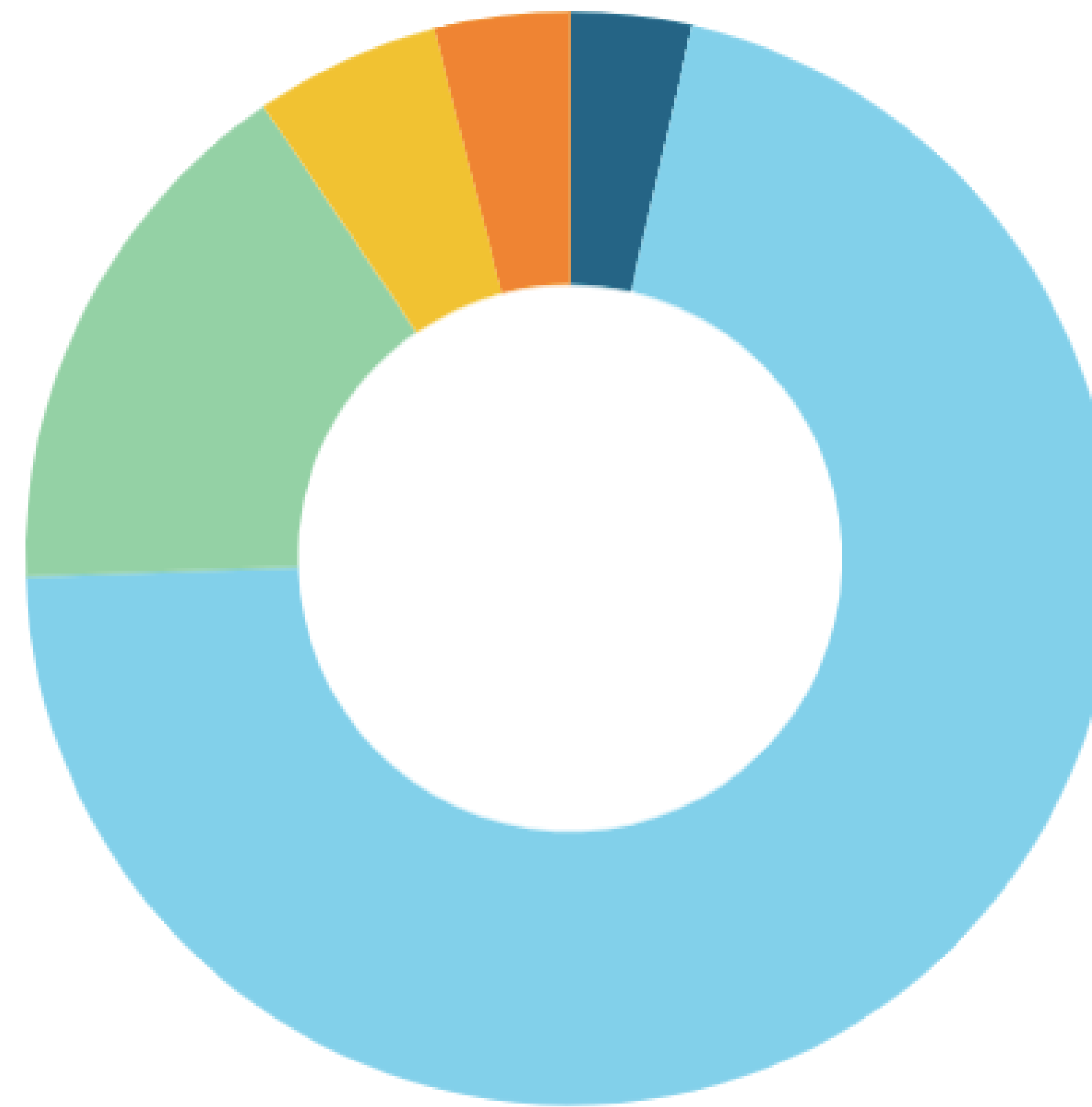
(Nov '17-Nov '18)

TOTAL EXPENSES: \$9,081

• General Administrative:	4%	(\$326)
• Nutrition Program:	71%	(\$6435)
• Hen Farm:	16%	(\$1454)
• Entrepreneurship:	5%	(\$500)
• School Internet:	4%	(\$364)

NUTRITION PROGRAM EXPENSES

- Eggs: 71% (\$4,538)
- Other food: 23% (\$1,489)
- Supplies: 6% (\$409)



TOTAL REVENUE: \$9,946

- Revenue came from individual donations and small grants.
- We raised \$6,385 in a 12/17 crowdfunding.
- Moms Against Poverty gave \$2,000 for the cost of eggs.

November 17, 2018

WE CELEBRATED OUR FIRST ANNIVERSARY!

STAFF

We were staffed by 7 volunteers with backgrounds in education, design, nonprofit management and policy:

- Kate Lazarov, President
- Andrew Ettinger, Chief Technology Officer (Guatemala)
- Daisy Shlakman, Executive Director (Guatemala)
- Robyn Lipkowitz, Chief Operations Officer
- Jenn Thibadeau, Director of Development
- Mary Fitzgerald, Creative Director
- Carolyn Hancock, Marketing Manager (Guatemala)

BOARD

Our Board brings expertise from the nonprofit sector, education, health, technology and business:

- Kate Lazarov, President
- Andrew Ettinger, Vice President
- Daisy Shlakman, Executive Director
- Natassia Reilly, Secretary
- Robin Hollinger, Treasurer
- Patricia Sacchetti, Director

UN HUEVO AL DIA NUTRITION PROJECT

GOAL

To combat the 70% childhood malnutrition in the area



PROJECT DESIGN

Nutrition Partnership with indigenous local school *Escuela Oficial Urbana Mixta Doctor Pedro Molina* delivering egg-centric breakfast (3 eggs/student/week) to 385 elementary school students.



2018 HIGHLIGHTS

- Reduced bulk egg purchase cost by 25%.
- Streamlined egg distribution to reduce excesses.
- Consulted on meal plan development expanded from plain hard boiled egg to egg & beans, scrambled eggs with vegetables, hard boiled with tomato sauce, and other preparations.
- Provided some food beyond eggs: fruits, vegetables and super foods.
- Measured students' height and weight to track impact over time.

FUTURE PLANS

- Partner with local Mayan educators to offer nutrition workshops to parents and students.
- Continue to refine menu offerings and include more greens and super foods (like chia seeds)
- **Raise funds to expand program to 3 additional elementary schools feeding 1,700 additional students in 2019!**

GALLINERO SAN MARCOS FARM PROJECT

GOAL

To ensure long-term sustainability of school nutrition program



PROJECT DESIGN

Farm will house 1,000 hens, yield 300,000 eggs per year, some will be donated, some sold to finance operations. Farm will employ local Mayan women and transition to employee-owned co-operative business model.



2018 HIGHLIGHTS

- Scaled up to a flock of 100+ hens.
- Flock began laying 5-7 eggs per week.
- Partnered with local cafes and restaurants to feed compost to hens to reduce feed costs.
- Hired first farm employee, Brenda Leticia.
- Recruited US and Guatemala based expert farming advisors.
- Received detailed construction and design plans from Guatemalan builder partner.
- Obtained metal food kiosk from which to sell eggs.

FUTURE PLANS

- Raise funds to construct farm including four separate coops, roofed outdoor run area, water and feed systems.
- Scale up to flock of 1,000+ hens.
- Obtain roosters to breed and maintain flock.
- Hire and train 4-6 additional Mayan women.
- **Become financially self-sustaining: donate some eggs to nutrition projects, sell excess eggs to fund farm and future programs.**

AGRICULTURE & FINANCIAL EDUCATION

GOAL

To empower and improve economic opportunities for youth

PROJECT DESIGN

Workshops, courses and paid fellowships for students teaching financial education and entrepreneurship through agriculture, offered through the Gallinero San Marcos and taught by local Mayan educators.

2018 HIGHLIGHTS

- Built relationship with international NGO to license Gold Standard financial education curriculum
- Built relationships with local Mayan educator group, for tailoring curriculum to local traditions and teaching in Kachiquel - local Mayan dialect

FUTURE PLANS

- Formalize partnerships with schools to begin offering free workshops and classes
- Develop curriculum to offer paid fellowships to students teaching entrepreneurship and financial education through agriculture.

A'CHA PE WELCOME MARKET

GOAL

To expand opportunities for small businesses to tap into tourist markets

PROJECT DESIGN

Construct marketplace to support local small businesses selling goods or services to tourists. Provide facilities, low-cost stall rentals and business mentorship. (San Marcos currently has no such market.)

2018 HIGHLIGHTS

- Secured central plot of land on which to build market.
- Mentored first small business owner - Hilde - to help market and sell her homemade sauerkraut.

FUTURE PLANS


- Build two outhouses and roof over market.
- Promote opportunity and identify vendors.
- Support construction of stalls and provide mentorship/guidance to increase business revenues.

WE HAVE BIG PLANS FOR 2019!



- Donate **250,000 eggs to feed 2,100 students** at 4 schools \$20,000
- Construct hen farm and scale up flock to 1,000 \$22,000
- Hire 5 part time farm employees \$16,000
- Launch Nutrition, Agriculture & Financial Education workshops \$4,500
- Construct market and support local businesses \$2,500
- Improve organizational capabilities \$800

TOTAL 2019 BUDGET: \$65,800

A black and white photograph of a group of children sitting on the floor, eating. They are wearing school uniforms. The image is semi-transparent and serves as a background for the text.

We are grateful for the support and collaboration of Escuela Nacional's Director Justiniano Mendoza, the school kitchen staff, the *Padres de Familia* (Parent Teacher Association), the teachers and staff, as well as the local municipal government and of course, our AMAZING DONORS!