


# 2023

## ANNUAL REPORT



**CHOICE**HUMANITARIAN





# WE DISRUPT GLOBAL POVERTY TO CHANGE LIVES

## WHO WE ARE

**CHOICE Humanitarian** is a nonprofit organization that supports the efforts of people around the world to reduce global poverty and build self-reliant, resilient communities.

## WHAT WE DO

We work with and through rural communities to expand choices with community-led projects and sustainable poverty solutions.

## OUR APPROACH

In our four decades of history, we've defined key principles that disrupt the status quo and lead to effective international development. We believe in local leadership, community-based change, leveraging local resources, and intercultural collaboration.

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# CHOICE

## BY THE NUMBERS

**When we disrupt cycles of poverty, the future is limitless.**  
Each year, we're honored to support thousands of individuals and families in building paths to prosperity.

# 399,564

*lives touched  
in 2023*

# 176

*active projects  
in the year*

**POVERTY** and its root causes are intertwined. To best understand and solve it, CHOICE uses a systems approach that recognizes specific areas that can have cascading positive impact on rural communities.

Across seven countries, CHOICE promotes leadership development and gender equity as we work in these focus areas:

**HEALTH**

**EDUCATION**

**ECONOMIC  
DEVELOPMENT**

**AGRICULTURE**

**QUALITY  
OF LIFE**



# STORIES OF **IMPACT**

**The people are the heart of our mission.**  
Here are just a few examples of inspiring community members  
disrupting global poverty.



## 📍 **Bolivia** **IRMA CHALLENGES THE NORM**

Water isn't easy to come by in the community of Contorno Pallcoso. A prolonged drought and environmental pollution have affected many of the households in the area. Irma Delia and her large family of seven children and many grandchildren were among those deeply affected.

Fortunately, there was hope. In collaboration with the CHOICE Bolivia team, the community launched a drinking water system project with plumbing workshops. Culturally, it's men who typically participate in this type of trade work, but Irma had other plans. She challenged the gender stereotypes by joining a cohort of women plumbers and taking upon herself her own home's water installation. **"The trade that I'm learning is for my own person. I have the capacity, I know that I can, and I will continue to learn."**

## 📍 **Ecuador** **DOING BUSINESS BETTER WITH PACHAMAMA**

It's all smiles for the Pachamama Women's Association, a group of 25 entrepreneurs who are proud to support their families. In the beautiful region of San Pablo—where tourism is an economic opportunity—these women sell agriculture harvests, embroidery handicrafts, and costume jewelry to tourists at the local artisan market. However, Pachamama wanted to take things to the next level in their workplace.

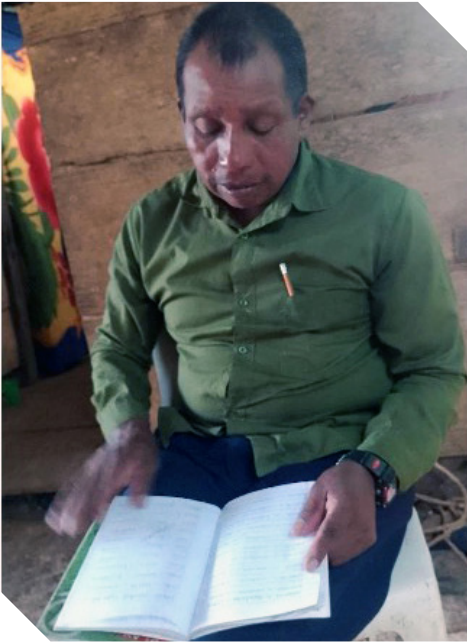
They enrolled in the Industrial Safety and Occupational Health course offered at Inta Kara, a vocational training center developed by CHOICE Humanitarian and the ASEA Advancing Life Foundation. Through this program, the entrepreneurs learned best practices to improve safety in their production facility. Soon after, they installed informative signage, a first aid kit, and a fire extinguisher. **Pachamama expressed gratitude to CHOICE and ASEA for providing training resources to improve their business.**



## 📍 **Guatemala** **A DREAM WITHIN REACH FOR PABLO**

In the rural community of Rinconcito del Norte, Pablo May serves his local church congregation. Together with his family, this 40-year-old man has faced the challenges that come with living in an impoverished area. He didn't have the opportunity to study as a child, and that has held him back from achieving the title of pastor, a role that requires fundamental education. He dreams of finishing his studies at the primary level. With CHOICE's involvement, those dreams now have a chance.

For the past two years, Pablo has been studying at the National Institute of Radio Education (IGER). This program brings educational opportunities to underserved community members, and CHOICE Humanitarian works with IGER as a collaborative partner. Pablo shared that he is grateful for the teachers who have always been there to guide him in his activities and exercises. He commented, **"I'm very grateful to CHOICE for giving me the opportunity to change my life."**





## Kenya

### THE RIPPLE EFFECT OF EDUCATION

Education is a powerful tool to break cycles of poverty. CHOICE Humanitarian helped put this into action by fully sponsoring 16 gifted students through a scholarship program. Additionally, CHOICE extended support to 75 more students through the Community-Based Trust Fund Program (COBETF), a collaborative initiative involving CHOICE, local organizations, and various development partners. To further maximize impact, CHOICE matched any local contributions with a 1:2 ratio, a shining example of leveraging local resources.

Previous scholarship student recipients, Esther and Wewa, now give back to their communities by hosting educational clinics and tutoring sessions during holidays. **Their mission is to pay it forward and inspire the next generation of scholars from their community.**



*My aim is to encourage learners from my community to believe that they can succeed, regardless of the resources available to them.*

**ESTHER MASIKA**

*It's important to raise children well so that when they succeed in life, they can return to their community and give back.*

**WEWA MAZERA**



## Mexico

### TEACHING A COMMUNITY TO FISH

Like the old proverb advises, CHOICE is in the business of “teaching people to fish.” In the community of Mesa de Chosto, the CHOICE Mexico team is providing exactly that through aquaponics.

Aquaponics is an innovative system that combines the cultivation of fish and vegetables. Six community members of the local Mazahua tribe operate this particular project. Even with challenges such as a language barrier and learning a new technology, this motivated group has gained skills for a sustainable livelihood. Not only are they proficient aquaponics operators, but they're also successful entrepreneurs. The participants sell their produce at the local market, and they're proud to offer a variety of vegetables and fish species. **With these skills, this empowered community is ready to thrive.**

## Nepal

### GENERATIONAL CHANGE FOR THULI & HER NEIGHBORS

Can you imagine hauling your daily water on your back? In Thaha municipality, generations have trekked across steep, rocky hills to collect water from a stream an hour and a half away. Not only is the lack of safe water detrimental to residents' health, but it also affects other areas of family life. Parents spend their mornings fetching water and are unable to prepare their children to attend school. The kids then go to class on empty stomachs or drop out altogether, which exacerbates the poverty cycle.

Fortunately, in partnership with CHOICE, the community constructed a technology-based running water system. All 17 households in the area—plus a school—now have water nearby. The community is optimistic about the changes this will bring.

Community member Thuli Thing reflected on the previous hardships and shared this: “Many generations spent their lives carrying water on their back. **I can hardly believe my eyes that we can get water just by opening the faucet established in our yard.**”

## Peru

### CARMEN EMERGES AS A LEADER

Carmen Cárcamo overheard that an organization named CHOICE Humanitarian was helping empower women in a neighboring community. In her own community of Monte Castillo, 80% of the population lives in poverty. Carmen has faced obstacles because of the lack of resources. She grew up without an education, and it's been difficult to support her family. When she heard about CHOICE, she knew it was a turning point.

She joined the Asociación Milagro de Jesús, a women's association supported by CHOICE. Together with 23 hardworking associates, she has learned how to start a livestock business and produce meat to sell for additional income.

The association is more than just revenue. These incredible women are gaining confidence and self-reliance. Carmen was even elected as president of the group. She expressed, “I am a leader for my family and my husband respects me for how strong I have been. **I feel very blessed to have met CHOICE and its team, and I now have a chance at a better future for my children.**”





# OUR DONORS

**We couldn't do it without you.** Because of your generosity, communities can build cisterns for clean water. Families can grow gardens to feed their kids. Children can go to safe schools and learn to read. The world is a better place because you choose to disrupt.  
**Thank you.**

1,028

*Donors*

Humanitarians committed to global good

200

*Disruptors*

Members of our monthly giving program

506

*Expeditioners*

Participants in our service expeditions





# CORPORATE PARTNERS

**Collaboration is core to our mission.**

We want to take a moment and recognize the many organizations we've worked with around the world. Here are just some of those partners.

We appreciate the support of these entities, as well as many other incredible partnering organizations.

**SUMMIT**

dōTERRA & Healing Hands Foundation

**EVEREST**

ASEA Advancing Life Foundation  
Campbell Companies  
Christopherson Business Travel  
Domo  
Grandeur Peak Global  
US Synthetic  
VCBO

**DENALI**

Downeast  
Sorenson Impact Foundation  
Thrive Life

**KILIMANJARO**

Academy Mortgage  
Cottonwood Title  
EP Wealth Advisors  
Focus Services  
Juniper Systems  
Kenco Logistics Services  
Leavitt Group

LGCY Power  
Med One Capital  
Perry Homes  
Security National Mortgage  
Smiles for Life  
Sovereign SP  
Wellspring Realty





# FINANCIAL POSITION

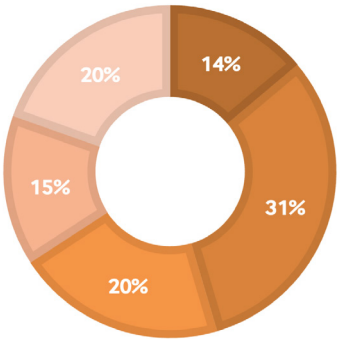
consolidated statement

As of Dec 31, 2023		
ASSETS	2023	2022
Cash and cash equivalents	\$967,372	\$2,019,169
Contributions receivable	61,339	0
Other Receivables	12,086	10,765
Inventory	135	135
Prepaid expenses	10,125	9,100
Deferred costs	0	8,890
Other Assets	10,592	10,592
Property and equipment, net	24,500	3,235
Total Assets	\$1,086,149	\$2,061,886
Liabilities and Net Assets		
LIABILITIES		
Accounts payable	\$47,035	\$21,865
Accrued liabilities	4,525	17,929
Long term liabilities	156,314	156,927
Deferred revenue	206,290	194,476
Total Liabilities	\$414,164	\$391,197
Total Net Assets	\$671,985	\$1,670,689
Total Liabilities and Net Assets	\$1,086,149	\$2,061,886

# ACTIVITIES

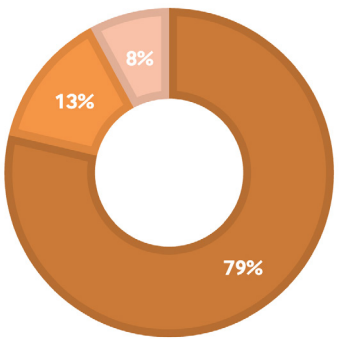
consolidated statement

As of Dec 31, 2023		
REVENUES	2023	2022
Expeditions	\$1,092,560	\$330,246
Contributions	1,862,507	2,580,499
Special event revenue, net	380,402	436,204
In-Kind contributions	107	249,069
Investment return	4,592	1,212
Other income	581	12,750
Total Revenues	\$3,340,749	\$3,609,980
EXPENSES		
Program	3,414,322	2,823,335
Management and general	582,320	415,822
Fundraising	342,313	340,842
Total Expenses	\$4,338,954	\$3,579,999
Change in net assets	-\$998,704	-\$245,211
NET ASSETS		
Beginning of year	\$1,670,689	\$1,915,900
End of year	\$671,985	\$1,670,689



## DONATIONS

Corporations	\$480,115
Expeditions	\$1,092,560
Individuals	\$705,509
Events	\$506,922
Foundations	\$677,418
Total	\$3,462,524



## EXPENSES

Program Services	\$3,414,322
Management & General	\$582,320
Fundraising	\$342,313
Total	\$4,338,954



# a year of RESILIENCE



Every day, the community members we serve show **incredible strength in the midst of challenges**. Against the odds, they press forward with tenacity. In a challenging year for CHOICE Humanitarian, their examples did more than inspire us. They deeply motivated us.



In 2023, CHOICE faced difficult circumstances that required difficult decisions. This included the closure of our Navajo Nation program and a business restructure to economize operations. Our resilience was put to the test. As we navigated the storms, two beacons shone bright: **our supporters rallied to continue CHOICE's legacy, and our work in the field stayed strong.**



Generous donors, passionate partners, talented volunteers, and diligent staff all worked together to stabilize CHOICE. Every person involved in this process shared the same sentiment—we *must* press forward in our effort to empower the underserved. **CHOICE's work to lift those in poverty is vital.**



With immense gratitude, we're more excited than ever about the future. We have big goals to change more lives. With the support of *humanitarians like you*, we believe our best days are ahead. This year of resilience proved to us once again that **together, anything is possible.**

## CHOICE LEADERSHIP

### SENIOR STAFF

**Heather Hammond Cruz**

**Juan Alducin**

**Wilmer Cruz**

**Riley Greenwood**

**Oreu Lugogo**

**Willy Mendoza**

**Sara Nelson**

**Olger Pop**

**Prateek Sharma**

**Raquel Tuston**

**Lonny Ward**

Chief Executive Officer  
Country Director, Mexico  
Country Director, Peru  
Director of Social Innovation  
Country Director, Kenya  
Country Director, Bolivia  
Director of Marketing  
Country Director, Guatemala  
Country Director, Nepal  
Country Director, Ecuador  
Director of Operations

*CHOICE Humanitarian has a global staff of over 80 team members that diligently deliver our mission. We're grateful for their hard work and dedication.*

### BOARD OF DIRECTORS

**Teresa Larsen** // Chair

**Bishnu Adhikari**

**Bret Backman**

**Mary Lee Call**

**Todd Castagna**

**Tim Evans** // Co-founder

**Deonne Johnson**

**James Mayfield** // Co-founder

**Steve Schaefer**

**Niels Valentiner**

**Nancy Waterfall**

### ADVISORY BOARD

Josh Cameron  
Aleatha Carpenter  
Rich Israelsen  
Bethany Jones  
Alex Koritz  
Paul Mayfield  
Heather Mercier  
Brad Merrill  
Krista Sorenson  
Ann Watts





# DISRUPT GLOBAL POVERTY

Be part of the solution.  
**DISRUPT WITH US.**

## GET INVOLVED



### *Donate*

Give the gift of hope and support community-led projects in 7 countries.



### *Book an Expedition*

Travel to one of the rural communities we serve for a life-changing service trip.



### *Partner Your Business*

Engage your company and employees in doing corporate global good.



### *Join the Disruptors*

Join a community of changemakers who give monthly to disrupt poverty.



### *Fundraise*

Rally support and raise funds for a mission that is impacting real lives.



### *Follow & Share*

Follow @CHOICEorg on social media, and share our social posts with others.

## WHY GLOBAL POVERTY?

Learn why poverty is one of the most devastating challenges affecting our world.



SCAN ME





**CHOICEHUMANITARIAN**

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**CHOICEHUMANITARIAN.ORG**

CHOICE Humanitarian is a registered 501(c)3 nonprofit organization.  
Donations are tax-deductible in accordance with IRS regulations. EIN # 74-2494806.