

# 2024

**ANNUAL REPORT**



**CHOICE HUMANITARIAN**

**OUR MISSION**

# 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 operations, community leadership, leveraged donations (matching funds with local contributions), and intercultural exchange.



**TABLE OF CONTENTS**

Letter from Our CEO ..... 4  
By the Numbers ..... 6  
Stories of Impact..... 8  
Snapshots of Possibility..... 14  
The CHOICE Way ..... 18  
Our Donors ..... 20  
Corporate Partners ..... 21  
Financials..... 22  
Leadership..... 24  
Get Involved ..... 26

# LETTER FROM OUR CEO



**OPPOSITE PAGE:** CEO Heather Cruz stands together with Maria Morales (a community member in Santa Rosa, Mexico) in front of a water cistern that was built with CHOICE’s support and is utilized and managed by the local community.

**RIGHT:** The women’s savings group that CEO Heather Cruz visited in Concepcion, Mexico. The participants meet regularly to gather and manage their savings, as well as make decisions about economic investments that will sustainably serve the participants, their families, and the community.



Dear Friends,

As we look back at what CHOICE Humanitarian accomplished in 2024, I’m humbled and grateful for the opportunity it’s been to witness great impact firsthand. In this annual report, we take account of all that has happened in our 7 countries of operation. In 2024, our teams maximized every dollar donated, proving their resourcefulness as well as respect for each donation entrusted to us. It was a year of evolution—a year to strengthen our foundation and refine our focus. We could not be where we are today, embracing a bright future, were it not for our donors, partners, staff, volunteers, and community. Thank you to each of you who played a part.

In May 2024, I had the honor of stepping into the role of CEO at CHOICE, an organization deeply committed to empowering people and communities. From my very first day, I have been inspired by the lasting impact of our work and the invaluable lessons we learn from the communities we are privileged to serve. As I’ve had many calls, reports, and visits with each of our country teams and directors, I’ve come to realize

what an incredible group of people I have the opportunity to work alongside. Every day, CHOICE staff members are helping people access education, clean water, entrepreneurial opportunities, and gender equity training, and the list goes on.

I witnessed this when I visited our community-led projects in Mexico. A group of women in the Concepcion community are embarking on saving up to start an enterprise. These women had the desire and determination but lacked resources. With CHOICE’s support, they’ve rallied together and created a community that is driven towards their goals. I’ve seen this same dynamic around the world—the power of combining motivated individuals with tools, resources, and training, and the incredible outcomes that come from it. This is the heart of the CHOICE approach: empowering communities in a way that fosters long-term sustainability and self-reliance.

As you flip through the pages of this annual report, I hope you’ll feel inspired by and confident in the effectiveness of CHOICE’s work. We touched 402,495 lives in 2024, with each of those representing

a real person experiencing real change. It’s no small feat to support 139 community-led projects across hundreds of communities. Through all of these successes we continue to move forward, with the foundation of our mission keeping us focused on reducing global poverty and building self-reliant, resilient communities.

Our strategy for 2025 focuses on three key pillars:

1. Fund the Work—Expand the philanthropic community that fuels our organization through generous donations
2. Do the Work—Deliver our mission with operational excellence
3. Tell the Work—Boldly share our impact through data and stories

We’re strengthening each of these key areas and have specific goals and initiatives to not only measure success, but also enhance our commitment to accountability as we continuously learn and improve. Underserved populations living in devastating extreme poverty need support more than ever, and we want to be the best we can be for those we serve.

Through this strategy, we are able to refine our approach, and our hope is to create deeper impact.

Thank you to everyone in the CHOICE family who plays a role in making our mission possible. Every day, we see the power of kindness, generosity, and shared hope for a better world—values we see reflected in each of you. As we strengthen our financial foundation, enhance our operations, and boldly share the stories of the incredible communities we serve, we invite you to continue walking alongside us. Whether through financial support, volunteering your time and expertise, advocating for our mission, joining an expedition, or strengthening partnerships, every act drives lasting change. Together, we’re helping communities build their path to prosperity. I can’t wait for what’s ahead.

**Heather Hammond Cruz, CEO**

# 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.

## Our work aligns with Global Goals (SDGs) from the United Nations

We work in several of the United Nations Sustainable Development Goals. Our approach is based on each community's distinct needs for more effectiveness, sustainability, and impact.

**402,495**  
LIVES TOUCHED IN 2024

**139**  
ACTIVE PROJECTS IN THE YEAR

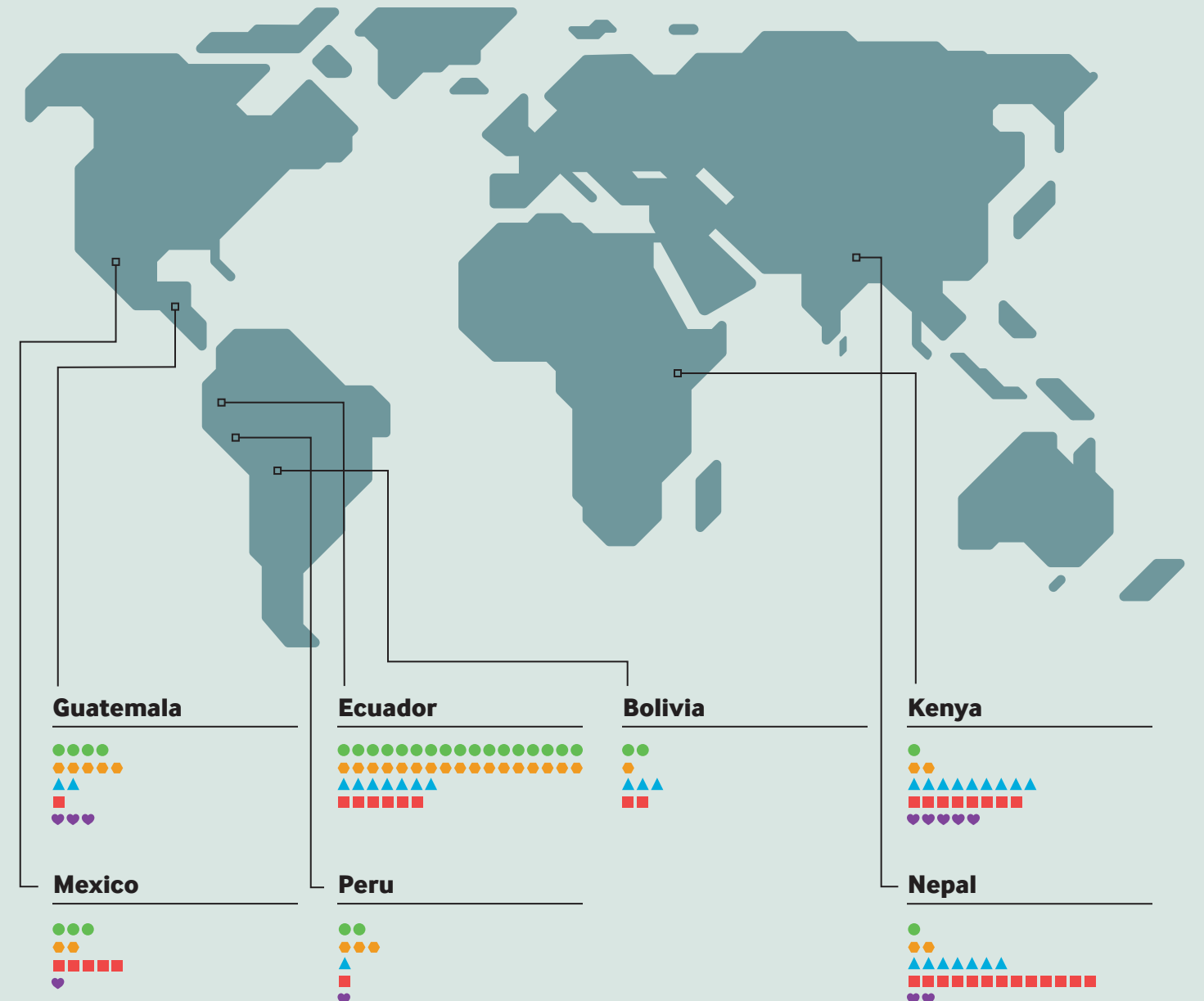
### UN SDGs SERVED



### Focus Areas

Poverty and its root causes are intertwined. To best understand and solve it, CHOICE uses a systems approach that recognizes specific areas have cascading positive impact on rural communities. Across our seven countries of operation, projects address one primary focus area while often addressing secondary areas for effective poverty alleviation.

- AGRICULTURE
- ◆ ECONOMIC DEVELOPMENT
- ▲ EDUCATION
- HEALTH & NUTRITION
- ♥ 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

### Greenhouse Dream Realized for Félix

In the Bolivian highland community of Choritotora lives Félix Escalante, an industrious farmer whose work once centered on traditional staple crops like potatoes, beans, and quinoa. However, since childhood Félix had dreamed of something bigger: growing vegetables in a greenhouse.

With support from the CHOICE Bolivia team, Félix built his own greenhouse and enrolled in training courses offered by CHOICE—graduating with a certificate in vegetable production and greenhouse management. His fresh, high-quality produce began gaining recognition in local markets, improving both his economic opportunities and quality of life. Today, Félix has become a source of inspiration, as his thriving vegetable crops are improving the health and well-being of his entire community.

“Without CHOICE Bolivia, I never thought all this was going to come true,” he shared. “Now I have a present I have to take advantage of... now my dream is coming true.”

**“Now my dream is coming true.”**

— Félix Escalante



## ECUADOR

### Youthful Innovation for Healthy Snacks

Anabel, Christian, and Erick are three young students from the Intag area. Their CHOICE Humanitarian story began with the first internship at the Inta Kara Center, a vocational training and economic development hub built in 2019.

During their internship, these youth learned food processing skills and techniques to preserve nutrients. They also gained a deep appreciation for the abundance of local vegetable crops, which inspired them to explore creative ways to turn those ingredients into nutritious, marketable snacks. The trio’s healthy snack products not only met quality standards but also became a delicious alternative for the community.

“We thank CHOICE Humanitarian for giving us the opportunity to do internships here,” commented Christian. “Also, we thank you for giving us the chance to make our products in these facilities. I invite other youth to use CHOICE’s facilities.”

Before Inta Kara, there was nowhere that teenagers and young adults could go to acquire vocational skills or get hands-on experience for future careers. Anabel, Christian, and Erick have shown that with creativity and the right tools, entrepreneurial youth can create solutions that benefit both their communities and the environment.



**“We thank you for giving us the opportunity to do internships.”**

— Christian

**MEXICO**

**A Grandmother’s Hope with Her Herd**

Meet Paulina, a 51-year-old grandmother from the rural community of El Mogote. Affectionately known as “Pau,” she has spent her life working to overcome poverty with limited options. After her husband passed away, leaving her a widow, Pau faced both grief and the challenge of supporting herself. Though her children helped her, she felt badly about this and longed to regain her independence.

That’s when Pau discovered a local savings bank and agriculture group supported by CHOICE Humanitarian. She joined their sheep farming trainings—and with courage and determination, launched her own herd. In just one year, Pau went from being fully dependent on her children to earning her own income. She reinvests a portion of her weekly earnings to buy food and medicine for her herd and now handles basic medical care herself, saving on vet costs.

“I want to make my flock go further,” Pau declared, “so I can prove to my grandchildren that their grandmother is a warrior.”



**GUATEMALA**

**María’s Recipe for Resilience**

Doña María Inés, a devoted mother and involved community member in rural Guatemala, has always been hardworking. When poverty pushed her husband to migrate to the United States in search of opportunity, María was left to care for their 12-year-old son on her own.

Determined to create a better future, María turned to CHOICE Humanitarian. Through a women’s economic development group supported by the CHOICE Guatemala team, she gained new skills for a baking business. With fresh donuts, cakes, *pan de olla*, and empanadas, she began selling in her community to improve her family’s income, bit by bit.

Doña María now carries a sense of purpose and pride. “There was a time when I didn’t have any financial resources,” she shared. “These days, I have been selling these food items to support my financial situation. That’s why I’m very grateful to CHOICE Humanitarian. They have been a blessing to me.”



**KENYA**

**Empowering Local Leaders for Lasting Change**

In 2024, the CHOICE Kenya team brought together community leaders, government officials, and local organizations to strengthen grassroots leadership. Through 10 leadership training sessions, 770 community leaders gained skills and confidence that could help them drive positive change for over 60,000 people in various communities.

Among those trained was Assistant Chief Joseph Shanga, who lives in the Mnyenzi community. He participated in discussions on leadership and governance. Assistant Chief Shanga expressed, “This training has been invaluable in enhancing our leadership skills and service to the community. We need more of such forums to continue improving governance and public engagement.”

Capacity building in local leaders is a cornerstone of CHOICE’s work to help ensure that community development is locally driven, sustainably implemented, and rooted in a shared vision for progress.

**“This training has been invaluable in enhancing our leadership skills and service to the community.”**

– Assistant Chief Joseph Shanga



## STORIES OF IMPACT

### PERU

#### Stitching a Future for Her Son

Aolivamy lives in the mountain community of Sapalache in Piura. When her youngest child was born with a cleft palate, Aolivamy was overwhelmed with worry about how she would be able to afford the medical care that her son needed.

By joining an artisan group supported by CHOICE Humanitarian, Aolivamy was able to gain new income generation skills that allowed her to feel more financially secure. She explained: “I’ve always fought to help my son. When I saw the opportunity to join the artisan project, I knew I had to take it. I wanted to learn, make money, and someday afford the surgery my son so desperately needs.”

Aolivamy continued, “I learned to sew, knit, and sell my products. But the most important thing I’ve learned from this project is that we all have something worth fighting for, and that doors open when we work hard and keep hope alive.”

With a growing sense of purpose and financial independence, Aolivamy sees a brighter path for herself and her son.



**“The most important thing I’ve learned is that we all have something worth fighting for.”**

— Aolivamy

### NEPAL

#### Water for Sangita at Her Doorstep

Sangita Pakhrin, a 22-year-old woman from Thaha Municipality, had her life changed when clean water began flowing from a tap just outside her home.

Like many families in the area, Sangita used to walk an hour each way to fetch water. Her family relied on a single bucket for all their daily needs, and in the summer, the water source would often dry up. The situation was both exhausting and unsafe.

That all changed when the CHOICE Humanitarian Nepal team partnered with local and global organizations and community members to install a water pump near her home. Now, Sangita saves hours each day and can focus on other vital tasks, like her family’s small vegetable and goat farm. “For years, we have been struggling with extreme water shortages,” Sangita shared. “This initiative has made a significant impact on our lives. I’m deeply grateful for your commitment to improving the well-being of our community.”

**“This initiative has made a significant impact on our lives. I’m deeply grateful for your commitment to improving the well-being of our community.”**

— Sangita





# SNAPSHOTS OF POSSIBILITY

These moments capture the courage, collaboration, and change unfolding every day in communities around the world.

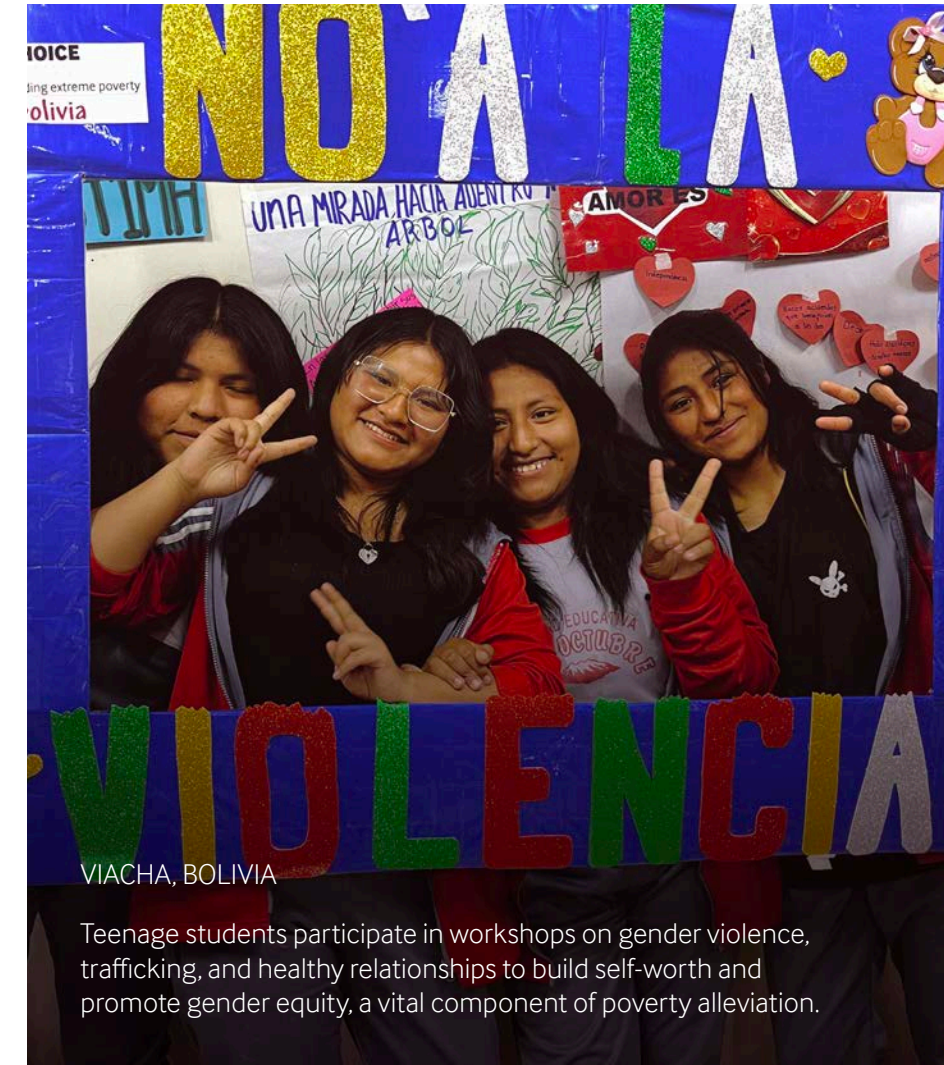
## PAMPA DE LOS SILVA, PERU

More than 20 women in an artisan cooperative are earning income through traditional Peruvian basket weaving, supporting their families and preserving cultural heritage.



## ACULCO, MEXICO

Dozens of women are improving their livelihoods by farming sheep and enhancing yields from their herds with the help of agriculture training from CHOICE Humanitarian.



## VIACHA, BOLIVIA

Teenage students participate in workshops on gender violence, trafficking, and healthy relationships to build self-worth and promote gender equity, a vital component of poverty alleviation.



## MUUNGANO, KENYA

Schoolchildren are planting tamarind seedlings on the campus grounds—the trees will one day provide food, shade, and fuel for hundreds of students as they gain their education.



CAMILAYA, BOLIVIA

More than 30 young students now have access to two new classrooms and desks built with CHOICE's support, creating a stronger and safer learning environment.



ATAHUALPA, ECUADOR

Families facing poverty and food insecurity now raise hens, gaining a steady supply of eggs for nutritious consumption as well as income generation via local sales.



SANTA ROSA, MEXICO

A new stove at Santa Rosa Primary School reduces wood use and provides a safer, more reliable, and more efficient way to prepare baked goods for the students.



CANDELARIA YALICAR, GUATEMALA

Ten women in the Chisec region are gaining skills to produce locally sourced chocolate as part of Guatemala LIFE, a CHOICE-supported comprehensive social and economic development program.



RAUTAHAAT DISTRICT, NEPAL

Household businesses and small-scale enterprises like cattle raising are helping rural community members generate income and invest in a sustainable future.



SILALONI, KENYA

Baraka Farmers have increased their monthly income more than fourfold through climate-smart agriculture after training with CHOICE's Farmers Field School.

# THE CHOICE WAY

## Local Operations

From day one, CHOICE has operated directly in the countries we serve. Our local CHOICE teams—led by expert Country Directors—integrate with the communities. We speak the language, we understand the culture, and we listen to community leaders. It's a mutual partnership of trust and respect, which increases collaboration and effectiveness.

## Community Leadership

The key to long-lasting impact is when the community owns and leads the project. Community members know best their own felt needs, and CHOICE supports these locally led solutions by empowering individuals with training, tools, and resources. It's about building people, not projects. This approach means the work is sustainable well past CHOICE's involvement.

## Leverage Effect

A dollar given to CHOICE is a dollar well spent. We strive to leverage each donation for multiplied impact. This means your support goes further and does more. On every project, we seek local government funds or community contributions of land, materials, resources, and labor. By matching and leveraging funds, donations have a value beyond their dollar amount, which amplifies results and deepens community investment.

## Intercultural Exchange

We're stronger together. That's why connection is at our core, not only with the resilient communities we serve or our strategic partners who help do the work, but also through CHOICE's world-class expeditions program. Thousands of expeditioners have been changed forever by engaging in heartfelt intercultural exchange. Connection is what unites all of us as a global family.

- In 2024, CHOICE country teams facilitated **\$3.1M in leveraged support** for projects through strong collaboration with local governments and communities.



# 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.

## 741 DONORS

HUMANITARIANS COMMITTED TO GLOBAL GOOD

## 234 DISRUPTORS

MEMBERS OF OUR MONTHLY GIVING PROGRAM

## 270 EXPEDITIONERS

PUBLIC, PRIVATE, AND CORPORATE SERVICE TRIP PARTICIPANTS

# 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 corporate entities and foundations, as well as many other incredible partnering organizations.

### SUMMIT

dōTERRA & Healing Hands Foundation  
ASEA Advancing Life Foundation

### EVEREST

Campbell Companies  
Christofferson Business Travel  
Domo  
Grandeur Peak Global Advisors  
US Synthetic  
VCBO

### DENALI

Downeast  
Med One Group  
Sorenson Impact Foundation  
Thrive Life

### KILIMANJARO

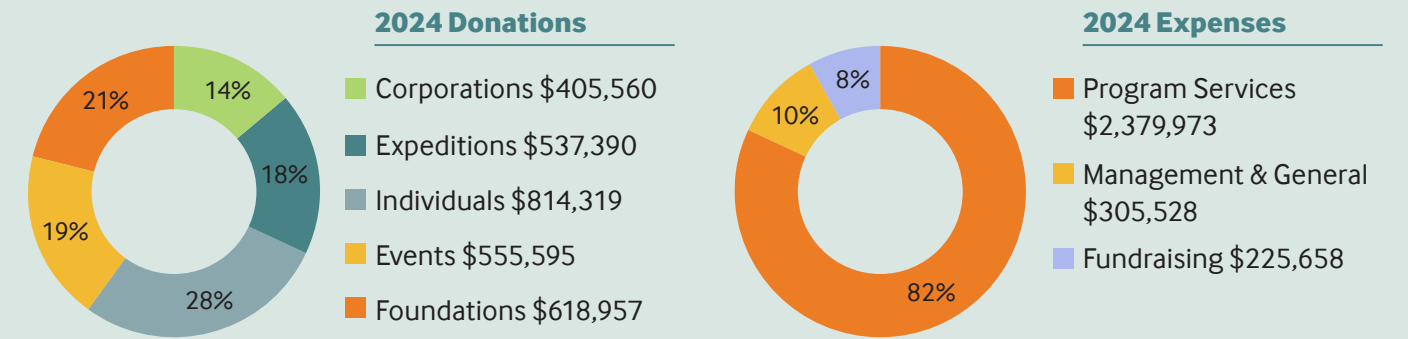
Academy Mortgage  
Cottonwood Title  
EP Wealth Advisors  
Focus Services  
Juniper Systems  
Kenco Group  
Leavitt Group  
LGCY Power  
Perry Homes  
Security National Mortgage  
Smiles for Life Foundation  
Sovereign SP  
Wellspring Realty

# THE FINANCIALS

As of December 31, 2024

## Statement of Financial Position

Assets	2024	2023
Cash and cash equivalents	869,315	964,638
Contributions receivable	15,347	61,339
Other receivables	10,515	8,745
Prepaid expenses	8,698	10,125
Deferred costs	52,001	0
Other assets	4,840	3,340
Property + equipment, net	0	24,500
<b>Total Assets</b>	<b>\$960,716</b>	<b>\$1,072,687</b>
Liabilities + Net Assets		
Accounts payable	35,661	51,560
Accrued liabilities	0	0
Long term liabilities	150,000	156,314
Deferred revenue	182,120	206,290
<b>Total Liabilities</b>	<b>\$367,781</b>	<b>\$414,164</b>
<b>Total Net Assets</b>	<b>\$592,935</b>	<b>\$658,523</b>
<b>Total Liabilities + Net Assets</b>	<b>\$960,716</b>	<b>\$1,072,687</b>



## Statement of Activities

Revenues	2024	2023
Expeditions	537,390	1,092,560
Contributions	1,831,995	1,864,068
Special event revenue, net	469,344	380,402
In-Kind contributions	0	107
Investment income	239	4,592
Other income	6,602	581
<b>Total Revenues</b>	<b>\$2,845,570</b>	<b>\$3,342,310</b>
Expenses		
Program	2,379,973	3,440,338
Management + general	305,528	537,662
Fundraising	225,658	360,805
<b>Total Expenses</b>	<b>\$2,911,159</b>	<b>\$4,338,805</b>
<b>Change in net assets</b>	<b>-\$65,589</b>	<b>-\$996,495</b>
Net Assets		
Beginning of year	658,523	1,655,018
End of year	592,934	658,523

# OUR LEADERSHIP

## CHOICE GLOBAL LEADERSHIP

**Heather Hammond Cruz**  
Chief Executive Officer

**Juan Alducin**  
Country Director, Mexico

**Wilmer Cruz**  
Country Director, Peru

**Riley Greenwood**  
Director of Operations

**Oreu Lugogo**  
Country Director, Kenya

**Willy Mendoza**  
Country Director, Bolivia

**Sara Nelson**  
Director of Marketing

**Olger Pop**  
Country Director, Guatemala

**Prateek Sharma**  
Country Director, Nepal

**Raquel Tuston**  
Country Director, Ecuador

**Lonny Ward**  
Director of International Program Development

CHOICE Humanitarian has a global staff of over 100 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 – Vice-Chair

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



GET INVOLVED

# BE PART OF THE SOLUTION DISRUPT WITH US

## 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?

Scan the QR code to learn why poverty is one of the most devastating challenges affecting our world.



## CONTACT US

[choicehumanitarian.org](http://choicehumanitarian.org)

392 East 12300 South, Suite J  
Draper, Utah 84020  
(801) 474-1937

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

This report was printed thanks to generous in-kind support from our print and production partner, Interform.



**CHOICE**HUMANITARIAN