



**CHOICEHUMANITARIAN**

**2025**

**ANNUAL REPORT**

**OUR MISSION**

# WE STRENGTHEN COMMUNITY-LED SOLUTIONS TO RURAL POVERTY.

**OUR WORK**

CHOICE Humanitarian supports rural communities through locally led projects that address critical needs like clean water, nutritious food, education, health, and income.

Beyond projects, we strengthen community voice, ability, and access—creating lasting improvements in quality of life.

**OUR VISION**

We envision a future where rural poverty no longer limits people's ability to achieve sustained well-being.

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**A YEAR OF COMMUNITY-LED PROGRESS**

ACROSS COUNTRIES AND CONTEXTS,  
**LOCAL PRIORITIES** GUIDED ACTION.  
 CAPACITY AND **RESOURCES MOBILIZED.**  
**MEASURABLE OUTCOMES** SIGNALLED  
 FORWARD MOVEMENT.

THE RESULT?  
**A PATH TO SUSTAINED WELL-BEING.**

## LETTER FROM OUR CEO

Last summer, I visited the Liti community, nestled among steep green hills in rural Nepal. While there, I attended the inauguration of a water pipeline stretching more than ten miles, constructed through community leadership and local partnership. I listened as elders reflected on how access to clean water was once only a dream. But now, real spigots deliver clean water to 250 homes.

Moments like this underscore the generational impact of what communities can achieve when equipped with the right support.

2025 was a year of significant change in both the international development sector and the global giving landscape. Across philanthropy, civil society, and global partnerships, conversations increasingly centered on community-led solutions—an approach that has defined CHOICE Humanitarian since 1982. These shifts affirmed what we have long believed: strengthening community-led solutions to rural poverty is not only relevant, it is essential.

This report reflects both the evidence and the human stories behind our work. It highlights the data that measures progress and the lived experiences that give it meaning. As our field



operations team continues refining how we measure and communicate impact across countries, we remain committed to reporting that reflects the depth and durability of community-led change.

Looking ahead, our global team remains united in one purpose: to walk alongside rural communities as they lead lasting transformation. It is an honor to be part of their journey, and this work continues through the generosity and conviction of those who believe in our mission.

With gratitude,

**Heather Hammond Cruz**  
 Chief Executive Officer



# CHOICE BY THE NUMBERS

## COMMUNITY-LED ACTION LEADS TO MEASURABLE CHANGE

Each year, we support thousands of individuals and families pursuing sustained well-being.

**369,680**

**LIVES TOUCHED IN 2025**  
Direct participants & indirect reach

**91**

**ACTIVE PROJECTS**

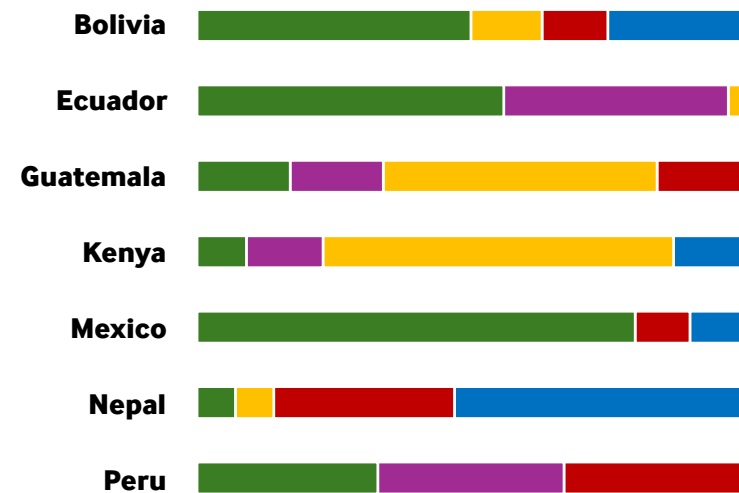
## UN SDGs SERVED

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



## FOCUS AREAS

- AGRICULTURE
- ECONOMIC OPPORTUNITY
- EDUCATION
- HEALTH & NUTRITION
- WATER, SANITATION & HYGIENE (WASH)



*This chart categorizes projects by their primary focus area. However, 75% of projects integrate multiple focus areas, initiatives, and cross-cutting themes to address interconnected needs.*

### Top Initiatives

- Health Programs & Outreach
- Water Infrastructure
- Small Scale Agriculture
- Educational Support & Mentorship

### Top Cross-Cutting Themes

- Climate Resilience & Environmental Stewardship
- Food Security & Resilience
- Gender Equality
- Youth Engagement & Empowerment

## RESULTS IN ACTION

These indicators highlight both the tangible results of community-led projects and the meaningful changes taking place in people's lives. Together, they represent a **sampling of key data points** that illustrate movement toward sustained well-being.

Country	Focus	Output	Outcome
Bolivia		6 ecological classrooms constructed	100% of students (children, youth, and adults) enjoy comfortable learning environments
Ecuador		2,400+ farmers trained in climate-resilient agriculture and livestock production	100% of farmers adopted improved agricultural practices leading to increased yields and strengthened local food systems
Guatemala		2,700+ medical consultations and 2,600+ nutrition and deworming treatments	Improved access for families to preventive health care, nutrition support, and community health education
Kenya		763 students awarded scholarships	30% increase in enrollment in higher education, 80% increase in access to education, and 30% increase in number of graduates
Mexico		140 water harvesting systems, 30 macro-tunnel gardens, and 16 plant nurseries built	Strengthened climate-resilient food production and water access through locally managed agricultural & water systems
Nepal		111 miles of water pipe laid and 1,592 private water taps installed	100% of participant households can access water within 30 minutes of travel time
Peru		116 school and family gardens established	30% increase in availability of fresh food and 20% increase in household income

## THE CHOICE WAY

Alongside focus area outcomes, we track how communities are strengthening the leadership, capacity, systems, and connections needed to sustain progress over time. Through our unique and effective approach, we ensure communities have voice, ability, and access to guide and carry forward their local development priorities. Learn more on page 18.

## LONG-TERM OUTCOMES

CHOICE is advancing longitudinal systems to track sustainability over time—monitoring income stability, resilience, and the durability of community-led structures beyond initial project cycles, leading to sustained well-being.



“Parents are more willing to bring their children to school because they feel their kids are getting the best.”

— Mr. Wainaina, Kenya

# STORIES OF IMPACT

## KENYA

### Bringing Communities Closer through Digital Literacy

In today’s fast-changing world, digital literacy is essential. As the Government of Kenya rolls out the technology-focused Competency-Based Curriculum, it is more important than ever for students and teachers to build these skills.

In the communities of Mnyenzi and Muungano, local leaders and teachers worked with CHOICE Humanitarian and other partners to bring computers into seven rural schools. Teachers and community members also received training on how to integrate digital tools into learning and manage the equipment sustainably.

Primary school teacher Mr. Wainaina shared, “The students are so excited to explore the digital world. They love doing research, and it’s really opened their minds. We’ve seen improvements in their performance and even in attendance.” He added, “Parents are more willing to bring their children to school because they feel their kids are getting the best. The whole community is proud.”

Solar energy systems were installed in two schools to ensure reliable power, and internet connectivity expanded access to online learning resources. What began in the classroom is now reaching the wider community as well. These computer labs are becoming digital hubs—expanding access to knowledge, opportunity, and connection for the entire community.



## NEPAL

### Water at the Doorstep

For years, access to water shaped the daily life of Ms. Gurung, a widowed mother of five living in the rural community of Bhotenamlang. Each day she spent nearly four hours climbing steep terrain to collect just 30–40 liters of water, barely enough for drinking, cooking, and cleaning. With many working-age residents migrating abroad for employment, the responsibility of collecting water often fell to women, children, and the elderly.

When the CHOICE Nepal team conducted a community needs assessment, residents identified safe water as their top priority. In collaboration with the local municipality and other partners, a drinking water project was implemented over 18 months. Community members and other supporters

installed 16 kilometers of pipeline, bringing gravity-fed water directly to homes across the community.

When water finally flowed from the tap outside her home, Netra was overcome with emotion. “My sons could send me money, but they could not send me water—but you did,” she said. “Now water is at my doorstep. I can grow vegetables, raise animals, and live with dignity. My life has changed.”

Reliable water access has restored time, improved health and hygiene, and opened new opportunities for families across this community.

**“I can grow vegetables, raise animals, and live with dignity. My life has changed.”**

— Ms. Gurung, Nepal



**“Thanks to the training and support of CHOICE Humanitarian, today we can market our products.”**

— Santiago, Ecuador

## ECUADOR

### From Local Harvest to National Markets

Santiago is a farmer from Chuga parish. Like many farmers in his community, he learned to work the land as a child, growing grapes and avocados the way his parents did. For years, his harvest was sold only in local markets. Income was uncertain, and growth felt out of reach.

That began to change when Santiago joined Les Escuelas de Comercialización, a joint effort of the Ministry of Agriculture (MAG), Fundación Unión, Fundación CARE, and CHOICE Humanitarian. Alongside 17 other participants, he strengthened his skills in budgeting, production costs, marketing strategies, certifications, and tax processes while building connections with private companies that opened the door to formal markets. Santiago became an approved supplier for the largest supermarket chain in the country.

Santiago now manages 3,000 uvilla plants—a high-value berry crop—and 500 avocado trees, sending bulk produce to market each week. As his production grows, he combines harvests from three neighboring families and creates local jobs, helping strengthen the community’s agricultural economy. Santiago shared, “Thanks to the training and support of CHOICE Humanitarian, today we can market our products, improve our income, and progress as families. May this support continue so that more farmers can grow and export.”



“Now we’re finally going to be able to harvest our little tomatoes... I can already see it!”

— Tere, Mexico



“With these skills, I can provide for my children and continue growing.”

— María Aurora, Guatemala



“Now my wife and son will have water in our home. This gives us peace of mind and strength to move forward.”

— Fernando, Bolivia



“The garden has taught us that when we grow our own food, we grow stronger as a community.”

— Professor Rosa, Peru

## MEXICO

### Seeds of Hope in El Cerro de El Comal

Families are reaping results in rural regions of Mexico. As part of an agriculture project in El Cerro de El Comal, community members attended a training workshop hosted by CHOICE Humanitarian on vegetable production for family gardens. The aim of this training session was to strengthen food security and promote sustainable agricultural practices at the household level.

The training included theoretical and practical sessions on soil preparation, seedling production, basic planting techniques, and irrigation management. The activities were designed so that participants could acquire applicable knowledge using resources available within the community.

Following the training, families established home gardens. Soon after, seeds began to sprout, sparking hope in the participants. Tere, a community member, envisioned what was to come. She exclaimed, “Now we’re finally going to be able to harvest our little tomatoes... I can already see it!”

The produce primarily will be for household consumption, making fresh and diverse food more available for diet and nutrition. These gardens are helping families grow healthier and more secure futures.

## GUATEMALA

### Expanding Opportunity at Home

María Aurora is a mother of three and a lifelong entrepreneur in her community. From a young age, she learned to weave güipiles, traditional handwoven blouses, turning a cultural skill into a steady source of income. At 17, she opened a small community store. Over time, through hard work and persistence, her business has grown.

Through the King Family Guatemala Initiative from CHOICE Humanitarian, María Aurora participated in trainings that strengthened her skills in food production, small business management, personal care product manufacturing, and agricultural practices. With this knowledge, she expanded her income streams—producing baked goods, processing cocoa into chocolate, creating shampoos and creams, and selling surplus crops grown alongside members of her community group. Today, her well-stocked shop serves local families and plays an important role in the economy. By diversifying her work across agriculture and small enterprise, she has built greater financial stability for her household.

“Everything I have learned has helped me move forward,” María Aurora shared. “With these skills, I can provide for my children and continue growing.” Today, her work reflects how training, agriculture, and entrepreneurship together can create lasting economic opportunity in rural communities.

## BOLIVIA

### Challapata Builds Water Security

For years in Challapata, families relied on polluted rivers and springs for water. These sources were often unsafe, and reliable water remained a serious concern for the community. Local leaders knew that improving water infrastructure was essential to protect health, strengthen sanitation, and support long-term growth.

In response, the community built a Safe Water System with support from the CHOICE Bolivia team. Today, households have clean, dependable water at home. The system reduces health risks, improves hygiene, and increases household security. Reliable water also supports daily needs like cooking, cleaning, and small-scale farming—important foundations for family stability and community progress.

For Fernando, who is building a home for his wife and young son, the project provides a strong start for the future. “Now my wife and son will have water in our home. This gives us peace of mind and strength to move forward and not abandon our community,” he shared. With safe water in place, Challapata is moving toward greater health, stability, and continued community-led development.

## PERU

### Professor Rosa’s Living Classroom

For more than 20 years, Professor Rosa has dedicated her life to teaching in Montero, Peru. When she learned about the school garden initiative launched in partnership with CHOICE Humanitarian and the Qali Warma national school feeding program of Peru, she saw it as an opportunity to teach her students about food security and nutritious food.

Professor Rosa participated in trainings on seed selection, irrigation, and pesticide-free vegetable production. With 32 curious students by her side, she began planting lettuce, carrots, beets, coriander, and other crops. The garden became a living classroom. Students learned patience as seeds sprouted, and responsibility as they watered and cared for the plants.

Their dedication earned second place in a district contest, a moment of pride for the entire school. But for Professor Rosa, the greatest reward is watching her students harvest vegetables they grew themselves. “The garden has taught us that when we grow our own food, we grow stronger as a community,” she expressed. Through agriculture-based education, her students are gaining knowledge, healthier habits, and confidence that will last far beyond the classroom.



# SNAPSHOTS OF POSSIBILITY

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



## PERU

Students stand beside a school garden in Montero on the Andean plateau of northern Peru, where children grow vegetables used for school meals. The gardens support nutrition while teaching practical agriculture skills.



## GUATEMALA

Women and children in Chisec work together to paint and refurbish a local school, helping create a better learning space for students.



## MEXICO

Women participate in a community savings group, managing shared funds through a lock box system. Savings initiatives help families build financial stability, support small enterprises, and strengthen local economic opportunity.



**BOLIVIA**

In Puerto Acosta, a child waters a young plant using a drip irrigation system made from a recycled bottle. Ecological classrooms combine school gardens and environmental lessons to teach sustainable agriculture.



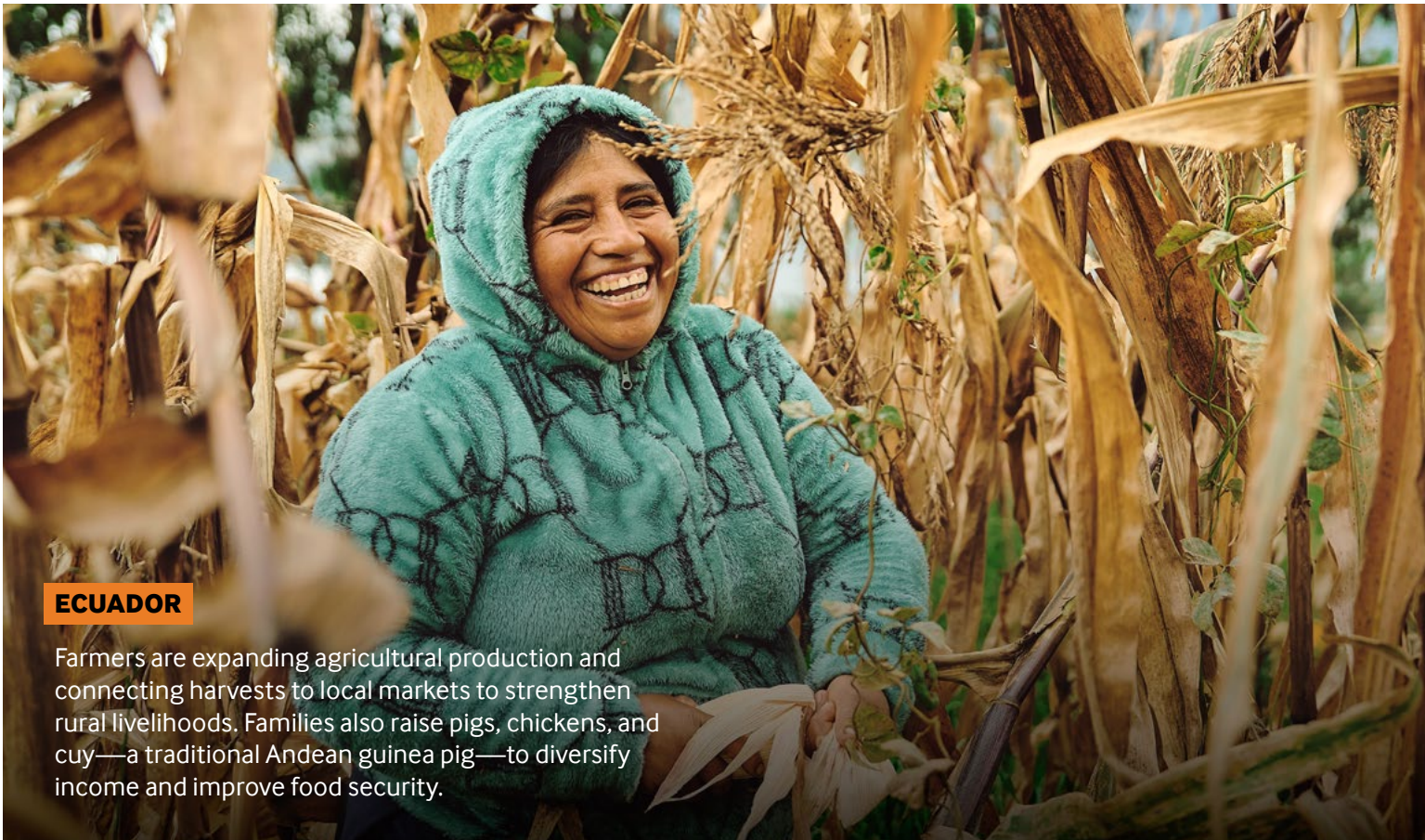
**MEXICO**

Children in Comederito gather for a team photo in matching soccer jerseys. Youth activities supported through community programs promote confidence, teamwork, and engagement.



**GUATEMALA**

Women in the Alta Verapaz area hold hygiene kits distributed through a community health initiative that provides basic supplies and education on hygiene practices to support family health.



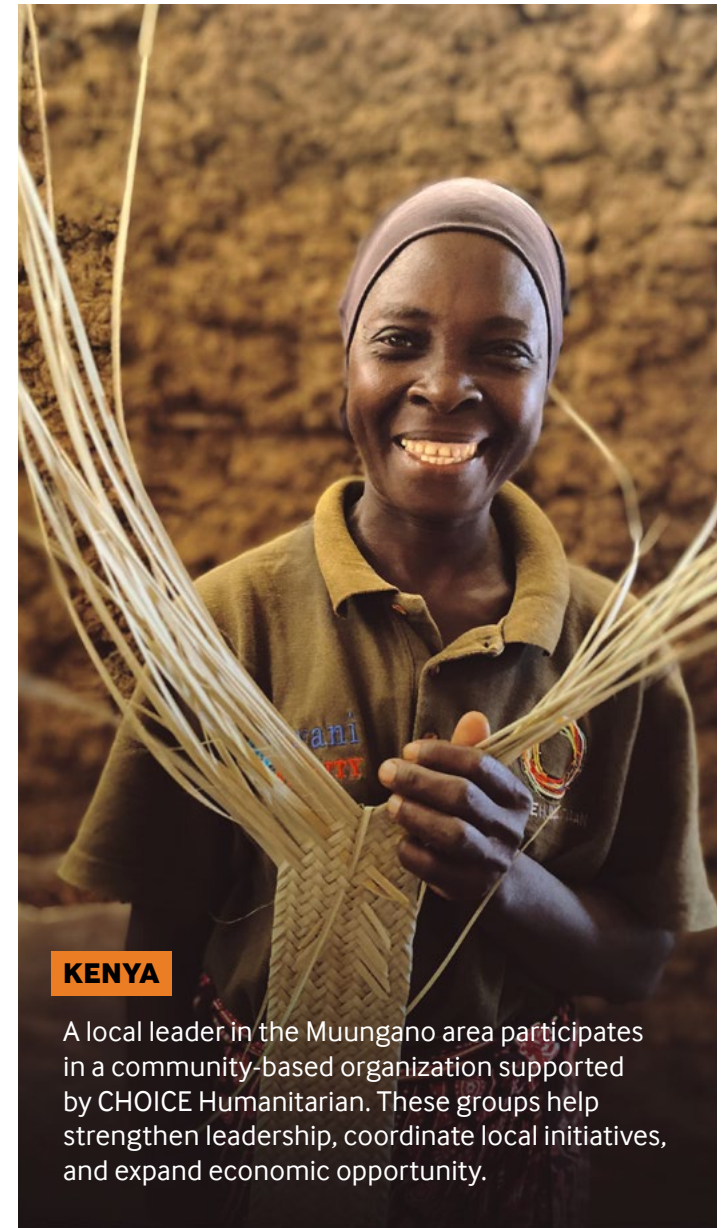
**ECUADOR**

Farmers are expanding agricultural production and connecting harvests to local markets to strengthen rural livelihoods. Families also raise pigs, chickens, and cuy—a traditional Andean guinea pig—to diversify income and improve food security.



**BOLIVIA**

Students hold the plants they are preparing to place in their school garden. Through ecological classroom initiatives, children learn to plant and care for crops while studying agriculture and the environment.



**KENYA**

A local leader in the Muungano area participates in a community-based organization supported by CHOICE Humanitarian. These groups help strengthen leadership, coordinate local initiatives, and expand economic opportunity.



# OUR APPROACH

The **CHOICE Way** is our unique, integrated approach to address rural poverty and advance sustained well-being. Lasting change happens when community-led solutions are supported by voice, ability, and access.

These elements must work together. When communities have what they need to lead and implement their priorities, real change becomes possible.

CHOICE works alongside communities to strengthen these conditions so locally defined solutions can take root and endure.

## VOICE

*shape priorities*

Communities shape priorities through **participation, representation, and decision-making.**

## ABILITY

*develop capacity*

Communities develop the **leadership, skills, and organization** to implement and maintain solutions.

## ACCESS

*connect to systems*

Communities connect to the **resources, institutions, and systems** needed to advance their goals.

## COMMUNITY-LED SOLUTIONS

**Focus Areas:** Agriculture | Economic Opportunity | Education | Health & Nutrition | WASH

## SUSTAINED WELL-BEING

# OUR DONORS

## WE COULDN'T DO IT WITHOUT YOU

Because of your generosity, communities can build cisterns for clean water. Parents can grow gardens to feed their families. Children can go to safe schools and learn to read. The world is a better place because you choose to make a difference. Thank you.

**661 DONORS**  
HUMANITARIANS COMMITTED TO GLOBAL GOOD

**167 DISRUPTORS**  
MEMBERS OF OUR MONTHLY GIVING PROGRAM

**398 EXPEDITIONERS**  
PUBLIC, PRIVATE, AND CORPORATE EXPEDITION PARTICIPANTS

# CORPORATE PARTNERS

## COLLABORATION IS CORE TO OUR MISSION

We work with organizations who share our commitment to community-led progress. Through aligned purpose and coordinated investment, these corporate entities and foundations are advancing meaningful change for the communities we serve. We appreciate their support, along with many other incredible partnering organizations.

### LEGACY PARTNER

dōTERRA and the dōTERRA  
Healing Hands Foundation

### CHANGEMAKER PARTNER

Thrive Freeze Dry

### CHAMPION PARTNER

Grandeur Peak Global Advisors  
ASEA Advancing Life Foundation  
US Synthetic  
Diamond Event and Tent  
Med One Group  
Enterprise Mobility

### IMPACT PARTNER

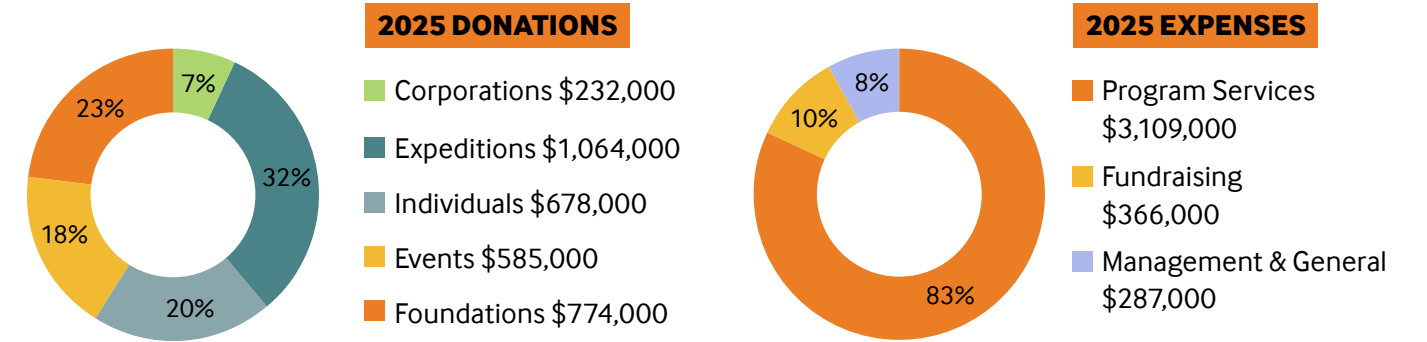
Nu Skin Force for Good  
Foundation  
Interform  
Campbell Companies  
Leavitt Group  
VCBO  
Blooms & Company

# THE FINANCIALS

As of December 31, 2025

## Statement of Financial Position

ASSETS	2025	2024
Cash and cash equivalents	\$364,000	\$869,000
Contributions receivable	122,000	15,000
Other receivables	37,000	11,000
Prepaid expenses	15,000	9,000
Deferred costs	0	52,000
Property & equipment, net	5,000	0
Other Assets	3,000	5,000
<b>Total Assets</b>	<b>\$546,000</b>	<b>\$961,000</b>
LIABILITIES & NET ASSETS		
Accounts payable	17,000	36,000
Accrued liabilities	2,000	0
Long term liabilities	56,000	182,000
Deferred revenue	150,000	150,000
<b>Total Liabilities</b>	<b>\$225,000</b>	<b>\$368,000</b>
<b>Total Net Assets</b>	<b>\$321,000</b>	<b>\$593,000</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$546,000</b>	<b>\$961,000</b>



## Statement of Activities

REVENUES	2025	2024
Expeditions	\$1,064,000	537,000
Contributions	1,684,000	1,832,000
Special event revenue, net	585,000	469,000
Investment income	1,000	0
Other income	156,000	8,000
<b>Total Revenues</b>	<b>\$3,490,000</b>	<b>\$2,846,000</b>
EXPENSES		
Program	3,109,000	2,380,000
Management & general	287,000	226,000
Fundraising	366,000	306,000
<b>Total Expenses</b>	<b>\$3,762,000</b>	<b>\$2,912,000</b>
<b>Change in net assets</b>	<b>-\$272,000</b>	<b>-\$66,000</b>
NET ASSETS		
Beginning of year	593,000	659,000
End of year	321,000	593,000

### LEVERAGE

A dollar donated to CHOICE is a dollar well spent. We strive to leverage each contribution 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.

In 2025, CHOICE country teams facilitated **\$2.2M in leveraged support** for projects through strong collaboration with local governments and communities.



# 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

**Chris Knapp**  
Director of Finance

**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

**Rachel Vinck**  
Director of 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

Christine Holding

Deonne Johnson

James Mayfield – Co-founder

Steve Schaefer – Vice-Chair

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Bethany Jones

Alex Koritz

Paul Mayfield

Heather Mercier

Brad Merrill

Krista Sorenson

Ann Watts

# GET INVOLVED TAKE PART IN LASTING CHANGE

## DONATE

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

## BOOK AN EXPEDITION

Journey to a rural community for cultural connection, shared work, and learning.

## PARTNER YOUR BUSINESS

Engage your company and employees in doing corporate global good.

## BECOME A MONTHLY DONOR

Join fellow changemakers who give monthly to support rural communities.

## FUNDRAISE

Raise funds and rally support for a mission that is impacting real lives.

## FOLLOW & SHARE

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



## WHY RURAL POVERTY?

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



## CONTACT US

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

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