



Introduction:

Here, we share a concise and summarized overview of the impact our foundation achieved during 2023. To provide more understanding and context regarding the impact, we'd like to start by revisiting our organization's mission and vision:

Mission

To support vulnerable children and youth in Cartagena's insular area by guiding them in forming and developing a physical, mental, and spiritual life project that enables them to become contributors to society.

Vision

To use sports as a medium and tool to attract, motivate, and train vulnerable children and youth in Cartagena's insular area.

Impact Achieved:

In 2023, we supported around 200 children and youth, as well as 90 families, in developing habits and life principles that allow them to build the fundamental foundation for defining a life project. While there wasn't significant growth in the number of children impacted this year, we maintained the same numbers as in 2022. Most of the beneficiaries were between 8 and 18 years old, a crucial age for acquiring principles that foster growth with a new mindset.

Some of the life habits and principles strengthened this year include discipline, responsibility, self-awareness, environmental care, effective use of free time, self-leadership, and service. We also encouraged spiritual development among many beneficiaries by promoting a growing relationship with Jesus and the incorporation of His life principles.

Strategies:

We defined four strategies that we believe will enhance our ability to make an impact. Some of these were implemented throughout the year, while others were not. The strategies were:

- Stability of programs for beneficiaries
- Ensuring cash flow
- Classification as a special tax regime organization
- Seeking partners



Tactics:

STABILITY OF PROGRAMS FOR BENEFICIARIES

1. Sports Programs:

To achieve our ultimate goal in 2023, we continued for the third consecutive year, as outlined in our vision, by developing sports training programs in four disciplines led by their respective coaches:

- Approximately 130 children and youth participated in our continuous football training and competition programs, led by three sports coaches.
- In volleyball, 20 children and youth took part in the continuous training program, led by one coach. However, they did not engage in competitive events.
- In athletics, 20 youth participated in the continuous training and competition program.
- Around 30 youth participated in internal competitions and specific baseball training activities throughout the year. However, there is no continuous training program for this discipline yet.

To introduce and reinforce the life principles mentioned earlier, several strategies were implemented, such as tracking the children's progress, monitoring attendance, and encouraging active participation during the sports training programs. One of these strategies was participation in recognized competitions to motivate the children and youth. These included:

- a. Participation in the Bolívar Football League (Apertura and Clausura tournaments), where we achieved notable success, ranking in the top 4 in all four categories.
- b. Participation in the Cartagena regional athletics tournament.
- c. Participation in the national athletics tournament hosted by Gacelas Club in Bucaramanga, where several of our athletes earned medals.
- d. Participation in the "Marathon of Dreams" in Cartagena and Barranquilla, where our athletes supported a Paralympic athlete during the race, helping them cross the finish line.

2. Parents' Workshops:

To achieve a comprehensive impact on the lives of the children and youth, we successfully involved and impacted their families by designing and implementing two Parents' School workshops. These workshops focused on strengthening couple dynamics and family structures, with about 90 families participating.

3. Environmental and Social Culture:

As mentioned earlier, responsibility, environmental care, and self-leadership were encouraged through beach and public space cleaning activities in Bocachica. We organized five beach and community cleaning sessions, collecting a total of 12 tons of waste, with an average of 200 children and youth participating in each session.

4. Spiritual Development:

The spiritual development of the beneficiaries was encouraged through 150 practical reflections on the life of Jesus and His teachings, spread throughout the year. These reflection sessions were primarily held before each training session, with an average participation of 20 youth throughout the year. Each of the 200 young participants attended at least five of these sessions.

Additionally, 20 youth chose to take a step forward in their spiritual journey by becoming followers of Jesus through baptism. All of them now actively participate as leaders, guiding other young people in the community in their relationship with Jesus.

ENSURING CASH FLOW

In 2023, we aimed to maintain the same amount of donations as in 2022. This goal was achieved, with a total of 68 million pesos raised, which helped cover the foundation's operations, including salaries for the sports coaches (all from the island, promoting local employment), as well as the significant logistical and transportation costs due to the geographical conditions of our location.

Although most of the resources came from a couple of close donors, we also designed fundraising activities led by some of the beneficiaries, such as selling meals to families in the community.

CLASSIFICATION AS A SPECIAL TAX REGIME ORGANISATION

This strategy was developed with the goal of positioning the foundation to attract more donations. Unfortunately, the process with DIAN was unsuccessful, and we were unable to achieve this objective.

SEEKING PARTNERS

We established relationships with third parties, which allowed us to form temporary partnerships for activities and/or events, combining efforts and enhancing mutual interests. Some of the institutions we worked with under this model included: the National Police, Veolia, Green Apple Foundation, Blue Apple, Arka Foundation, the Cartagena Chamber of Commerce, ANATO, and others.

Additionally, we began a medium-term partnership with the GoRun Miami organization, focused on strengthening our intervention with the children and youth in the athletics discipline.

Strategies to improve and/or implement over the next two years:

1. Strategic review and planning.
2. Financial strengthening of the organization (new donors).
3. Special tax regime classification.

4. Implementation of new programs for beneficiaries: designing and executing psychological, nutritional, educational, and spiritual support programs for the children and youth already part of the foundation.
5. Development of partnerships.
6. Talent development.
7. Leadership development.

We hope this information is valuable and helps to clarify our work.

Bocachica Real Team

