



ANNUAL REPORT 2021

JustWorld International is a not-for-profit organization that transforms the lives of children in impoverished communities around the world through education.





2021 ANNUAL REPORT

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A YEAR LIKE NO OTHER

The COVID-19 pandemic forced organizations operate in a completely new environment. People were distanced and live events canceled. Many struggled to reach their financial goals, keep their supporters engaged, or even continue helping their beneficiaries.

JustWorld took time to pause, listen, adapt, and learn - seizing the opportunity to grow in new ways. The ability to create innovative strategies allowed JustWorld to turn an unexpected and unprecedented year into a financial success, raising a record \$1,106,041.25.

At the onset of the pandemic, JustWorld immediately worked to secure operations by applying for the United States Government's Paycheck Protection Program, passed by Congress as part of the Coronavirus Aid, Relief and Economic Security (CARES) Act. As a result, JustWorld was granted \$71,840.

Researching best practices and alternate opportunities, JustWorld created innovative ways to raise funds, including new communication methods, fundraising strategies, and outreach initiatives. The use of online platforms, e-communications, and social media allowed JustWorld to connect with supporters in every corner of the globe, broadening opportunities for outreach and doing away with geographic boundaries typically faced with regard to in-person events such as the Annual JustWorld Gala and horse show initiatives.

Traditionally, the Annual JustWorld Gala proves to be the largest fundraising initiative for JustWorld, with more than 650 guests in attendance. This year was no exception. In fact, the 2021 JustWorld Global Gala exceeded all expectations thanks to strategic and clever planning put into action by JustWorld Gala Co-Chairs, Evelyn Treacy and Maria Newman, and the evening raised more funds than any JustWorld Gala in history.

The organization also used this time to focus on applying for and thus receiving the endorsement and recognition of excellence from charity evaluation services and world-renowned vetting committees, such as GreatNonprofits, GlobalGiving, and Guidestar. Third-party validation remains an essential tool for gaining donor trust and standing out, especially during a year of limited resources. JustWorld continues to work to qualify to be rated by Charity Navigator, the nation's largest and most-utilized evaluator of charities, which requires two consecutive years of generating \$1M+ in revenue. This momentous year brings the organization one step closer to eligibility.

Thanks to these combined efforts and innovations and the dedicated support of our JustWorld friends and family, more than 9,000 children who relied on JustWorld this year were able to receive basic necessities, essential meals, and educational support so that learning never stopped for them, despite feeling as if the world did in fact stop for a period of time. JustWorld will continue to apply the valuable strategies and lessons learned into the next fiscal year to reach even more children.

SOLUTIONS TO FRACTURE THE CYCLE OF POVERTY



An estimated 58% of the world's primary and lower secondary school-age children have failed to achieve basic math and literacy skills.¹ Without skills for lifelong learning, children face greater barriers to employment, suffer increased rates of adverse health outcomes, and are more likely to live and remain in poverty.

The solution to fracturing the cycle of poverty begins with education. JustWorld believes that all children can learn if they are given the chance. JustWorld works with carefully-chosen partner organizations to provide the resources necessary to address gaps in education for populations living in under-resourced communities and equip students with the tools for greatest success.

UNESCO Institute for Statistics, 'More Than One-Half of Children and Adolescents Are Not Learning Worldwide', UIS factsheet no. 46, 2017, <<http://uis.unesco.org/sites/default/files/documents/fs46-more-than-half-children-not-learning-en-2017.pdf>



EDUCATING YOUNG MINDS FOR SUCCESS

Education creates knowledge, builds confidence, and breaks down barriers to opportunity. Reading, writing, communication, and problem solving are all skills that come from basic education. When these essential skills are learned, students can move on to higher education and the likelihood of receiving better job opportunities is exponentially greater. Furthermore, youth are empowered to become leaders in their communities as they become equipped and prepared to develop innovative solutions to more wide-spread problems that may be facing their communities.



PROVIDING ACCESS TO NUTRITION AND HEALTH PROGRAMS

Of the children JustWorld serves, many come from families who struggle to meet basic needs. They often have to choose between sending their child to school to learn or to work to help the family survive. JustWorld focuses on fulfilling these needs so that children can focus on learning. JustWorld provides life-saving, nutritional relief and access to clean water to thousands of children. For many, the hot, nutritious meals and supplies they receive each day are critical for their survival.

Thanks to a physician on staff, fully-funded by JustWorld, students are also able to receive critical medical attention, allowing access to basic health services such as check-ups, preventative care, and prescribed treatments.

REACH AND IMPACT

JUSTWORLD IMPACT IN BELLE GLADE, FLORIDA, USA

STORYBOOK TREASURES

Together, JustWorld and project partner StoryBook Treasures are implementing a program designed to support literacy in Belle Glade, a town with crippling unemployment, widespread poverty, and persistent violence. The goal is to foster a love of reading from an early age, while helping to close the achievement gap separating these children and their peers.

The JustWorld literacy program is implemented at Pioneer Park Elementary, which is placed in the bottom 50% of all schools in Florida for overall test scores for the 2017-18 school year. The percentage of students achieving proficiency in reading/language arts is 30-34%.

The program is taught within the school setting by specially trained Pre-Kindergarten through 3rd Grade teachers and equips students with a comprehensive curriculum that enhances classroom learning. The students are provided with a set of books for their classroom, their own copy of each book studied to take home and continue reading, and supplemental materials to reinforce the program objectives across the curriculum throughout the year.

FY2021 HIGHLIGHTS

- A hybrid approach was utilized during the 2020-21 school year to accommodate COVID-19 guidelines. Books and home learning instruction packages were distributed to families at school food distribution sites.
- 11 of the 13 teachers were returning facilitators.
- Every returning teacher gave the SBT program a 5/5 rating.

"It's an excellent program that excited the students and made them want to read on their own. I am not sure who loves this program more, me or my students! This program is amazing because it puts books where there are none." - A PROGRAM TEACHER



JUSTWORLD IMPACT IN JOCOTENANGO, GUATEMALA

EL PATOJISMO

Together, JustWorld and Guatemalan partner El Patojismo have built and are funding an accredited education program for students in Pre-Kindergarten through 11th Grade. JustWorld supports El Patojismo's education, nutrition, and health programs by ensuring that the program has qualified teachers for its students and that the students have nutritious hot meals and access to an on-site doctor who provides critical health services for the community.

The 2021 school year began on January 15, 2021, utilizing a hybrid approach. Students with access to Wi-Fi received online academic lesson plans and instruction through Zoom. For those without internet access, teachers delivered educational materials directly to students' homes. Teachers and volunteers distributed essential supplies including staple foods, vegetables, fruits, cereals, atole, meats, and personal hygiene supplies to community members in need. An attending doctor and health care resources, including basic checkups and vaccinations, were provided to the entire school and surrounding community.

FY2021 HIGHLIGHTS

- El Patojismo was selected by The Ministry of Health to administer vaccinations for the cities of Jocotenango and Antigua.
- The first graduating class received their diplomas after the completion of the school year.
- As part of the strategic plan for graduating seniors, El Patojismo has launched a culinary school utilizing professional chefs who will help train students and guide them in pursuing a professional culinary career.
- "La Casa," a new program focused on creating additional safe spaces and opportunities for female students, was launched.
- Land was purchased, and construction of a secondary school began. Completion is projected for July 2022.



JUSTWORLD IMPACT IN TEGUCIGALPA, HONDURAS

ASOCIACIÓN COMPARTIR

JustWorld partners with Asociación Compartir to provide a mobile library for children in the rural areas surrounding Tegucigalpa, the capital of Honduras. Through the mobile library, JustWorld brings learning directly to children living in remote towns that do not offer schooling for local children. Books allow these children to rise above their circumstances and access the world at their fingertips. JustWorld helps to develop youth literacy and self-expression by providing access to books, reading programs, music, theater, and cultural arts programs. JustWorld also supports community libraries which provide reading programs and tutoring to thousands of children.

The Mobile Library expanded its reach during the pandemic by utilizing technology to reach new locations and by establishing new partnerships with community libraries.

FY2021 HIGHLIGHTS

- The Mobile Library hosted 200+ sessions held in open fields in 70 community public spaces and educational centers reaching 5,800+ children, ages 6 to 12.
- 4,800+ children accessed recorded stories that were shared through Zoom and WhatsApp.
- 200 backpacks, which included books with reading guides, were given directly to families.
- 34 teachers received books and curriculum to implement literacy education.
- 6 library volunteers implemented literacy activities and workshops at each community library partner.
- Nutritious snacks, such as milk and oatmeal, and fresh drinking water were served to children participating in activities through the mobile library.

JUSTWORLD IMPACT IN PHNOM PENH, CAMBODIA

PEOPLE IMPROVEMENT ORGANIZATION

Together, JustWorld and Cambodian project partner PIO have made education a possibility for countless impoverished children living at the site of a municipal garbage dump at the outskirts of Phnom Penh. JustWorld funds the operational costs of a Kindergarten through 12th Grade school, providing qualified teachers, educational materials, daily lunches, clean water, and rice allotments for families as an incentive to keep their children in school.

The school was closed for a total of seven months in 2020 because of the pandemic. School reopened in January 2021, after being closed for seven months in 2020 due to the pandemic but was then closed again due to a rise in COVID-19 cases. The teachers at PIO developed remote teaching techniques, utilizing available technology, and preparing online curriculum, lesson plans and videos to keep their students engaged academically. Social workers made home visits to distribute rice and vital supplies to the families in need. Students who lived at the PIO shelter received hot meals each day.

FY2021 HIGHLIGHTS

- 87 students graduated in December 2020, of which 14 then enrolled in university.
- The high school English pass rate was 80%.
- 400 students received dental care and treatments.
- All staff and students over the age of 18 have received two COVID vaccination shots.
- Students at PIO continue to outperform state-funded schools.



GIVING BEGINS WITH AWARENESS AND OUTREACH

In order to increase visibility and motivate both existing supporters and new donors, JustWorld created strategic campaigns and outreach initiatives utilizing new communication strategies and best learned practices.

With most in-person gatherings canceled or postponed amid the pandemic, JustWorld engaged supporters while they were socially distanced through the use of online platforms, e-communications, and social media. These communication channels allowed JustWorld to connect with supporters in every corner of the globe, broadening opportunities for outreach and doing away with the geographic boundaries of in-person events such as the annual JustWorld gala and initiatives as partner horse shows.

FÉDÉRATION EQUESTRE INTERNATIONALE (FEI)

The initial phase of the partnership between JustWorld and the Fédération Equestre Internationale (FEI) resulted in unique, web-based communications that highlighted “exceptional equestrians” who are JustWorld Ambassadors and significant supporters with a unique story. During an unprecedented year filled with uncertainty, these stories were uplifting and inspirational, all while reaching the largest governing body of the equestrian sport and their network of followers.



LAURA KRAUT



HAYSAM EID



WALID REDOUANE



JACK HUANG

2020 End-of-Year Ambassador Challenge

\$32,310 TOWARDS \$50,000

64% TOWARDS GOAL 23 FUNDRAISERS 140 DONATIONS 0 RECURRING DONORS

End-of-Year Ambassador Fundraiser

Over 90% of the world's learners - **1.5 billion children and youth** - have been affected by COVID-19. School closures reduce education inequalities and have affected vulnerable children and youth the most.

We're asking our committed group of Ambassadors to rally their friends, family, and networks to support these children. By doing your part in the End-of-Year Ambassador fundraiser, you will help the children at JustWorld projects receive an education all year round.

If there's one thing our phrase this fundraiser what we are all going through right now, it is that **learning never stops**. It cannot stop, because the truth is, some of the children JustWorld supports were in tragic situations even before the crisis, and for many of them, the outdoor education and nutrition programs are all they have.

An education system is doing their best to adapt to new practices which includes utilizing new technology and diverse resources, this is where JustWorld comes in. Together we can reach our goal of raising \$50,000 by January 1st to ensure these children have access to an education in 2021.

Starting a fundraiser is easy, just click the button "Start Fundraising" below.

No doubt, this is surely a time of uncertainty for us all, but this is also a time for hope and generosity, and for the global Ambassador community to rally together, do what we can, and do it all right.

TOGETHER FOR A JUST WORLD.

23 people have already started fundraising for this campaign

Start Fundraising

Meik Anwar, Doreen Anwar, Chloee Anwar, Anwar, Caroline, Marissa, Cassie, Sarah, Kira, Laila, Lenny, Caroline, Day, Mimi, Ali, Deborah, Lily, Natalie, Ryan



AMBASSADOR END-OF-YEAR FUNDRAISER

Focusing on cultivating and engaging Ambassador youth, a campaign was created asking each to set a personal fundraising goal of goal to support JustWorld projects. Each Ambassador was supplied with a tool kit, information, and photographs to help them reach their fundraising target and raise awareness on social media. Monthly Zoom meetings were held to encourage participation and discuss real-life circumstances of the children at the JustWorld projects.

RESULTS

- \$32,209.93 raised from 140 individual donations.
- 24 individual online peer-to-peer fundraiser pages were created by Ambassadors.

CHANGEMAKER AWARD

To best appeal to today's youth and their increased desire to participate in global conversations to create positive change, the "JustWorld Changemaker Award" was introduced at the Great Lakes Equestrian Festival.

The JustWorld Changemaker Award was developed to recognize and salute the competitor whose efforts in and out of the arena consistently supported and inspired others to follow in their path.

THE NEW INITIATIVE SUCCESSFULLY:

- Engaged Ambassadors, technical officials, riders, trainers, general attendees and social media followers.
- Received corporate support from CaptiveOne.
- Incorporated specialty signage strategically placed throughout the showgrounds to increase awareness.

WOMEN ON THE RIGHT LEAD

VIRTUAL JUSTWORLD LEADERSHIP DEVELOPMENT SERIES

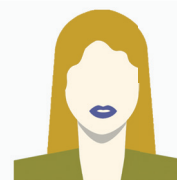
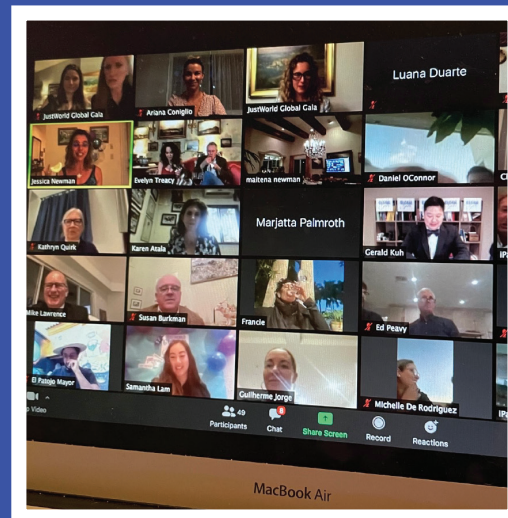
The JustWorld Leadership Development Program went virtual for the first time in 2021. While the program usually takes place at the JustWorld headquarters each year, this year's online medium allowed participation from JustWorld Ambassadors and supporters from around the world.

The goal was to inspire young equestrians to be leaders in their own lives by sharing the stories and experiences of women from within the equestrian industry who have created positive change and broken barriers in their careers and personal lives.

- Guest speakers included Laura Kraut, Meredith Michaels-Beerbaum, Samantha Lam, Melissa Miranda, and Catie Staszak.
- Meeting times were carefully selected to appeal to East Coast, West Coast, and European participants.
- Weekly communication emails were sent out as well as promotion and cross promotion on social media and by each guest speaker.

RESULTS

- 71 individual accounts "registered" online.
- 88 "tickets" were reserved for the series.
- Ongoing meetings were held with the American University of Paris, the University of Miami, and the Savannah College of Art and Design to discuss collaboration and expansion of the JustWorld Leadership Program.



CLICK TO WATCH

Hear from a media expert about ways equestrians around the world can connect on a broad scale.

CATIE STASZAK



Learn more about how Melissa is working with other women to provide solutions and empower youth.

MELISSA MIRANDA



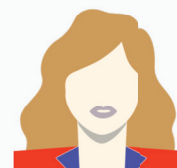
Find out more about Samantha's personal experience in the sport and how she is making waves in Asian equestrian history.

SAMANTHA LAM



Learn more about Meredith's pathway to becoming ranked number one and her experience as a female competitor.

MEREDITH MICHAELS-BEERBAUM



Discover Laura's recipe for success as a top female athlete.

Laura Kraut

#RIDEFORTHECAUSE CHALLENGE

POST A PIC OF WHERE YOU'RE RIDING

TAG
JUSTWORLD #RIDEFORTHECAUSE +1 FRIEND

\$100 WILL BE DONATED ON YOUR BEHALF

JUSTWORLDINTERNATIONAL

WWW.JUSTWORLDINTERNATIONAL.ORG

#RIDEFORTHECAUSE

Utilizing a very generous donation from the Samuel–Sanford family, along with Ms. Samuel and Mr. Rick Balaz of Sam-Son Farm, JustWorld launched a social media campaign which sought to:

- Increase JustWorld's following on Instagram
- Increase engagement and awareness with current and new supporters.
- Increase interest in the JustWorld Ambassador Program
- Add value to existing and new partnerships due to a larger following, increased traffic to the JustWorld website and social media accounts.

To participate in the #RidefortheCause campaign, each supporter followed a simple three-step process to result in a \$100 donation made in their honor, serving as an incentive for participation, engagement, and growth.

justworldinternational

Liked by huntingchapman and 276 others

justworldinternational Now it's your chance to #RIDEFORTHECAUSE with JustWorld! Her story has inspired, and your help is all we need to get to the finish line:

👉👉

1. Post a photo in your JustWorld blue & purple
2. Tag @justworldinternational and #RIDEFORTHECAUSE
3. Invite three friends to join you in following @justworldinternational and #RIDEFORTHECAUSE

👉👉

When you #RIDEFORTHECAUSE with JustWorld, \$100 from RidefortheCause's purse money will be donated in your honor to help change the lives of children in need!

💜🌍💜

View all 24 comments

stolyaheartranch @bakingtourguide @darushkii

lea_clement_ @alexandra_streich @meganezweidler

GLOBAL Gala



FUNDRAISING EVENTS

THE JUSTWORLD GLOBAL GALA

The evening raised more funds than any JustWorld Gala before. Nearly \$380k was raised before the event even began. The Zoom Happy Hours allowed a unique opportunity for supporters throughout North and Central America, Asia, and Europe, to gather online to safely socialize - an opportunity which would not be possible at an in-person event.



**REWATCH THE JUSTWORLD
GLOBAL GALA ONLINE:**

[HTTPS://YOUTU.BE/XDQFX39WHUU](https://youtu.be/XDQFX39WHUU)

GREAT LAKES EQUESTRIAN FESTIVAL

From July 22-26, 2020, a time when all other partner events were canceled, JustWorld was able to travel to GLEF and safely interact with horse show participants. Additionally, CaptiveOne sponsored the "Changemaker Award" and supported the JustWorld Clear the Jump initiative, making way for increased visibility and additional funds raised during the Grand Prix competitions.





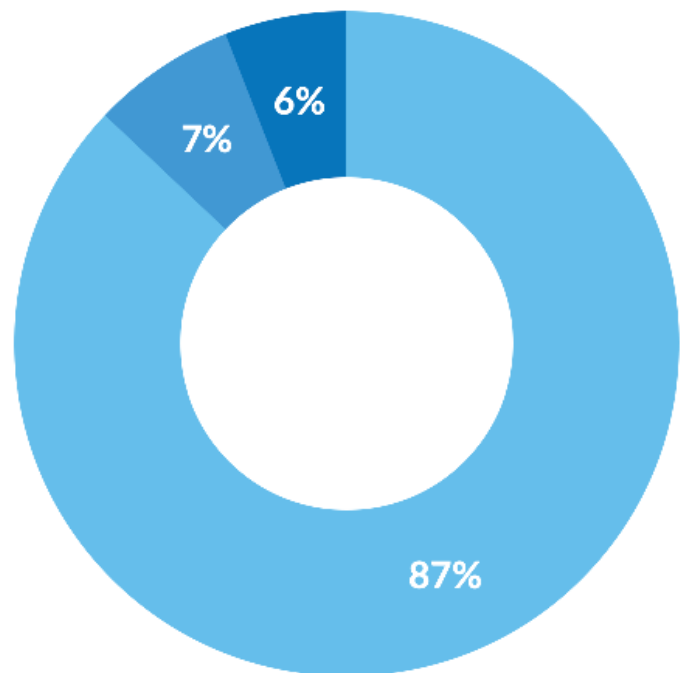
STRONG FINANCIAL MANAGEMENT

Revenue is received through donations made by individuals, corporations, foundations, trusts, fundraising events, an annual gala, and international indirect support with gifts sent directly to JustWorld programs. Indirect support was specifically generated through JustWorld Europe, a not-for-profit entity in France and Lombard Odier, a Swiss public benefit umbrella foundation.

For the year ended June 30, 2021, JustWorld exceeded nonprofit industry standards:

- 87% of total functional expenses on program services
- 7% on management and general expenses
- 6% on fundraising expenses

TOTAL EXPENSES: \$875,634



- PROGRAM EXPENSES (\$762,248)
- MANAGEMENT AND GENERAL (\$61,470)
- FUNDRAISING EXPENSES (\$51,916)

The percentages of functional expenses reflected in the pie chart are the totals of the functional expenses reflected on the 2021 Audited Financial Statements.

STATEMENT OF FUNCTIONAL EXPENSES FOR THE YEAR ENDED JUNE 30, 2021
(WITH COMPARABLE TOTALS FOR 2020)

	SUPPORTING SERVICES			2021 Totals	2020 Totals
	Program Services	Management and General	Fundraising		
Donations to Partner Organizations	\$406,837			\$406,837	\$244,358
In-Kind Donations					
Special Events Expense					\$57,705
Information Technology	\$8,475	\$1,702	\$1,086	\$11,263	\$8,850
Insurance	\$3,048	\$2,353	\$390	\$5,791	\$9,990
Legal and Professional Fees	\$34,963	\$8,823	\$2,022	\$45,808	\$64,339
Office Expense	\$12,628	\$1,882	\$1,566	\$16,076	\$12,339
Other Expenses		\$1,287	\$1,288	\$2,575	\$10,291
Outreach and Awareness	\$4,666		\$1,167	\$5,833	\$19,655
Salaries	\$247,270	\$38,042	\$31,701	\$317,013	\$334,383
Employee Benefits	\$22,907	\$3,524	\$2,937	\$29,368	\$27,476
Payroll Taxes	\$21,027	\$3,235	\$2,696	\$26,958	\$29,359
Special Events Expense			\$7,063	\$7,063	\$136,333
Travel	\$427			\$427	\$5,071
TOTAL	\$762,248	\$60,848	\$51,916	\$875,012	\$960,149
Depreciation		\$622		\$622	\$786
TOTAL EXPENSES	\$762,248	\$61,470	\$51,916	\$875,634	\$960,935

RECOGNITION OF EXCELLENCE

JustWorld believes in, and practices, transparency, ethical accounting, and efficient practices to maximize impact. JustWorld commits to continuing to place a priority on openness and ethical behavior in all programs and activities.

Because of this dedication and hard work over the past 18 years, JustWorld has received awards and recognition of excellence. This recognition is a testament to the impact JustWorld is making and continues to spread visibility and awareness of the JustWorld education, nutrition, and health programs.



GREATNONPROFITS

GreatNonprofits allows donors, volunteers, and clients to share their personal experiences with, and reviews of, charitable organizations, essentially providing crowdsourced information about the reputability of organizations.

JustWorld has received the “Top-Rated 2020” Award by receiving high recommendations and 4+ star-ratings by more than 10 individuals.

GUIDESTAR

GuideStar is the world’s largest source of information on nonprofit organizations. A Seal of Transparency appears on an organization’s Nonprofit Profile on GuideStar when the organization has publicly shared information related to its mission, legitimacy, impact, reputation, finances, programs, transparency, and governance.

JustWorld has received the Platinum Seal of Transparency, the highest level of recognition offered by GuideStar. To reach the Platinum level, JustWorld has qualified with in-depth financial information, quantitative information about goals, strategies, and progress towards the mission of the organization.

GLOBAL GIVING

GlobalGiving conducts a thorough due diligence renewal on all organizations in the GlobalGiving community every two years and makes every effort to ensure each organization is personally visited by a GlobalGiving representative once every two years.

JustWorld has been vetted by GlobalGiving since 2011. A GlobalGiving field traveler has visited both People Improvement Organization(PIO) in Phnom Penh, Cambodia, and Asociación Los Patojos in Jocotenango, Guatemala, and verified the JustWorld partner organizations.

CHARITY NAVIGATOR

Charity Navigator is the largest and most-utilized evaluator of charities in the United States, providing insights into a nonprofit's financial stability, and adherence to best practices for both accountability and transparency. Because Charity Navigator rates charities generating at least \$1 million in revenue for two consecutive years, JustWorld has not been eligible for evaluation.

Charity Navigator has recently created a rating system, Encompass, which analyzes nonprofit performance based on four key indicators – starting with Finance & Accountability. A score of 75 or above indicates that a nonprofit is effective and transparent in the areas being assessed, based on Charity Navigator's criteria.

JustWorld has received an Encompass 100/100 rating for Finance & Accountability.

WORLD CHILDREN'S PRIZE

With millions of children from 67,000 schools in 113 countries taking part annually, the World Children's Prize Program is the largest annual educational initiative for equality, child rights, and democracy.

Phymean Noun, the Founder of JustWorld's partner PIO, was named the recipient of the World's Children's Prize in 2015. Noun was one of three child rights advocate nominees chosen as finalists for the honor. The ultimate selection of the winner concluded with a unique global vote conducted by students worldwide.

CNN TOP 10 HEROES

CNN Heroes is a television special created by CNN to honor individuals who make extraordinary contributions to humanitarian aid and make a difference in their communities. Since its inception, CNN Heroes has received tens of thousands of submissions from more than 100 countries and profiled over 200 heroes.

JustWorld is proud that two partners have been featured as CNN Heroes. Phymean Noun (PIO) was honored in 2008 and Juan Pablo Romero Fuentes (El Patojismo) was honored in 2014.



LEADERSHIP

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PARTNERS AND SPONSORS

JustWorld partners have made significant financial contributions, provided JustWorld-branded products, sponsored or hosted JustWorld fundraising events and initiatives, and offered partnerships that allow JustWorld to create lasting impact for children around the world.

CORPORATE



SERVICE SPONSORS



HORSE SHOW PARTNERS



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