



children  
international®

## 2024 IMPACT REPORT

### INSIDE

Because of your partnership and generosity, **Children International continues to deepen our impact** in the lives of children and youth across the globe. Learn how your support throughout the past year has helped us in our quest to end generational poverty.

Steven and Iker with  
their mother, Marisela  
**ECUADOR**

## our vision

We bring people together to end poverty for good.

## our impact

From ensuring that the children and youth sponsored by our supporters continued receiving consistent assistance, to providing them with resources and opportunities that unleashed their imaginations and acumen, to partnering with major corporations, respected organizations and caring philanthropists who chose to join our effort to end generational poverty, Children International changed the trajectory of young people's lives in 2024. While impacting one child at a time, we also helped strengthen their families and their communities. **Please join us in taking an inspiring look back at what we, and supporters like you, accomplished together.**



HERE'S HOW YOU MADE  
A DIFFERENCE IN 2024

**220,342**  
children and youth  
participating in programs

**25,205**  
children were notified they could  
join our sponsorship program

**1.5 million**  
family and community  
members benefiting from  
health access programs



## A MESSAGE FROM OUR PRESIDENT

# Dear supporters,



ur team at Children International has spent much of the past year and a half re-envisioning how we deliver programming, to ensure that it is not only helpful, but also transformational for the young people we serve.

We have been guided by our enduring belief that every child deserves the opportunity to thrive, even in the face of multifaceted challenges that are a norm in their local communities. In this 2024 Impact Report, we're grateful and honored to share how, with your help, we continue to unleash hope, opportunity and brighter futures for children and youth around the globe.

From those of you who sponsor children to the committed leaders serving on Children International's new Global Philanthropy Council and giving through our Pathfinders Society, to our corporate and organizational partners who have facilitated projects on our behalf, each contribution has been vital. Donors like you have provided financial support, valuable expertise and advocacy to our cause. Your commitment has permitted the more than 220,000 children and youth we serve to stay on the path to ending generational poverty in their families.

As we look ahead, we remain dedicated to our mission and thankful for the continued support of this community. Together, we are making a difference in the lives of children and youth, and we are excited for what the future holds.

With heartfelt gratitude,

**Susana Eshleman**  
President & CEO



Scan or click this QR code to learn more about The Dream Makers.



## *Empowering* a generation through education

In 2024, we expanded our educational programming for the children and youth we support and empowered them in other ways that deepened their growth — from hosting a Model UN program to flying six young people to America for a STEAM-related competition, to ensuring that the children and youth in our programs experienced innovative lessons and activities on a regular basis. Your generous commitment to these young people, and to Children International’s mission, made all the difference.

### EXPANDING HORIZONS BEYOND ECUADOR

For six middle school-age participants in our Guayaquil, Ecuador, program, May 2024 brought a once-in-a-lifetime opportunity to visit the United States and showcase their creativity. Winning a national Science Technology Engineering Arts and Math (STEAM)-related competition in their nation earned them the opportunity to compete in **Destination Imagination**, a global competition hosted in Kansas City, Missouri, that drew 10,000 youth

from all backgrounds and socioeconomic levels from around the world.

Practice and determination equipped these 12- to 14-year-olds — who named their group “The Dream Makers” — with the confidence and courage to produce and perform an original play during the competition that reflected their efforts to remain positive despite the challenging circumstances they face day-to-day in Ecuador. “Through [this competition] we learned and developed our skills more,” said participant Melany Caicedo, 14. The youth also expressed to their Children International leaders new hopes for their futures as a result of the visit, including broader career aspirations and a desire to improve their current STEAM abilities.

### INSIGHTFUL DISCUSSIONS IN THE DR

Nearly 150 Children International participants and other teens in the Dominican Republic also broadened their possibilities and strengthened their skills last year, when they trained for and took part in **Young Ambassador Conferences** hosted by Children International Santo Domingo.

The two conferences simulated Model United Nations programs and permitted the participating youth to explore a range of topics related to youth development and economic empowerment.

## LEARNING ENGLISH ON DEMAND

We also enhanced our commitment to the educational development of many of our participants by partnering with the education technology company, **Mindojo**, to equip them with an app that teaches English.

Young people in Colombia, the Dominican Republic, Ecuador, the Philippines and Zambia received access to “Plingo” — an immersive English language learning app designed for 4- to 14-year-olds. Plingo can be used without a constant internet connection, which is essential for children living in the vulnerable communities served by Children International.

“It’s very fun to be able to learn English in different ways, through games, words and videos,” said 12-year-old Jerimar from Ecuador.

## TRAINING THE TRAINERS

Just as we sought to enhance educational opportunities for our children and youth, we also invested in Children International staff. By training our team leaders who are guiding the program curriculum we offer at every age and stage, we equipped this staff to more effectively train other employees and local volunteers who are serving our young people day to day.

Program trainings were held at several Children International locations in Latin America throughout last year, **educating more than 100 of our global program leaders** in a new version of our child and youth development curriculum, which will be implemented into every Children International location over the next two years.

“For the first time in Children International’s history, we co-designed a global child and youth

“At CI, you can learn anything. They will always welcome you as if they have known you for a long time.”

— **FREDDY, AGE 12, ECUADOR**



development curriculum framework together with leaders from every country where we operate,” said Doug Bassett, Children International’s vice president of Global Programs and Operations. “This wasn’t just a technical process, it was a deeply human one. We listened to the voices of over 500 children and caregivers across eight countries through focus groups, and then brought together our leaders for participatory workshops. Together, in addition to building a framework, we built trust, unity and a shared vision for what’s possible for the next generation.” ●

# Transforming lives through advocacy and leadership

Children International leaders had opportunities throughout last year to share our mission, show the value of our programming and champion support for our collective quest to multiply good and end poverty.

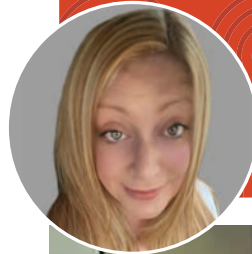
During the 2024 United Nations General Assembly in New York City, our President and CEO Susana Eshleman participated in a roundtable discussion co-hosted by Children International and Abbott at the **Concordia Summit**. This convening of global leaders is dedicated to finding cross-sector solutions to the world's most pressing challenges. Eshleman shared insights about reducing malnutrition and identifying gaps in healthcare resources that enlightened summit attendees. She also joined other Children International leaders at other Concordia events to deepen our relationships with potential and active partners from different sectors.

Connections like these are fundamental to advancing our work. To do that effectively requires that potential and current partners fully understand the needs and possibilities of the children and youth we serve — and why we need support for programming and resources that help them grow into confident and capable adults who can be sustainably employed, contributing members of their communities.

During the 2024 **Guatemala Central Americas Donor Forum**, several Children International leaders shared during a panel discussion about gender equity in

“2024 was a year of momentum. We didn't just grow partnerships — we redefined what they could do.”

— **CHRISTINA BECHERER**,  
Children International Senior Global  
Director of Strategic Partnerships



employment how our strategic programming and resources are helping prepare young women for the workforce.

That panel featured Children International graduate Shelyi Chonay Xon, 20, who shared how our organization helped her overcome gender barriers and build her confidence to secure work in the healthcare field. This signature employment training she and others received was funded by the **Pathy Family Foundation**, which provided this support in Guatemala and four other countries.



Children International program leaders also helped foster change in the global landscape. In November 2024, we co-hosted a workshop in Washington D.C. with the global nonprofit **Corus International** to advocate for more responsive and effective health care access for children and youth around the world. During the gathering, attendees partnered with global health experts to explore ways that citizens can be empowered

to advocate for equitable health services in their local communities.

While our leaders advanced our mission in many other conversations and forums globally, nationally and locally, two of our agencies were applauded for their efforts.

Children International Zambia received **The Best NGO Award in Zambia** last year, for innovative financial education and other child development efforts.

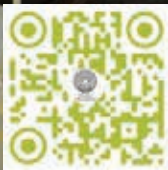
Additionally, the Philippines Department of Health recognized our leadership for supporting the **Lung Center of the Philippines** for nearly 15 years by working with international partners to secure vital medical supplies and equipment that benefited our children and thousands of others. In fact, Children International worked in 40 percent of the provinces throughout the Philippines last year to advance health equity and support communities in crisis. ●



Life skills activities  
**PHILIPPINES**



Early childhood activities  
**HONDURAS**



Family Gift assistance  
**DOMINICAN REPUBLIC**

Scan or click this QR code to learn more about how you can support families by donating to the Family Gift Fund.



Digital learning  
**INDIA**



Product donations  
**LITTLE ROCK, ARKANSAS**



Health partnerships  
**ZAMBIA**



Into Employment training  
**MEXICO**



Josh, now 17, once relied on this wheelchair provided by a Children International partner for his mobility.



# Strengthening our collaborative reach

Through strategic partnerships that fueled in-kind giving and workplace giving, and through dedicated sponsors, donors and supportive volunteers, children and youth around the globe experienced tangibly brighter futures last year.

Because of supporters like you, our routine care and guidance often was accompanied by life-changing access to resources, skills and learning.

For Loraine, an 11-year-old Children International participant in the Philippines, this meant providing extra tutoring services in math and English, when one of our program staff noticed she struggled with comprehension. By the end of 2024, she was one of the top students in her grade level. Our leaders in the Philippines noted that she also was one of more than 2,000 children who benefited from literacy support provided by our organization last year.

Our staff in Bicol also responded when they learned of circumstances that kept Josh out of school at age 13. A sudden bout of tuberculosis left the once-active Children International participant unable to walk, relying on his parents to carry him on their backs.

To assist with his mobility and medical needs, the Bicol agency provided Josh with a wheelchair from our partner organization **Free Wheelchair Mission**. We also secured a spinal brace for Josh and gave his family a provision for milk and medicine to help with his recovery. Now, four years later, Josh is healthy again — and wheelchair free.

Here's a sampling of other partnerships, collaborations and generous support that helped drive our impact in 2024:

## GENEROSITY MULTIPLIERS

More than 1,000 **Microsoft** employees around the world participated in volunteer activities

benefiting Children International during the company's annual month of giving, in October 2024. Their efforts included bilingual in-person and virtual activities, such as gathering in collective spaces to write letters to our participants of all ages, creating bookmarks for our literacy programming and donating school supplies. For every hour employees volunteered, Microsoft — also one of our workplace giving partners — contributed \$25 on behalf of each employee and matched employees' individual donations.

Another Children International Partner, the **Brother's Brother Foundation**, provided a generous donation of educational materials that yielded an increase in core literacy skills and comprehension in under-resourced schools, community centers and educational hubs across several regions in the Philippines. The foundation's gift of health-focused books and developmental flashcards reached nearly 116,000 students, providing them insights into their well-being and an opportunity to engage in fun, interactive learning. As an added bonus, the Department of Education aligned the donated materials with national curriculum standards — allowing us to maximize children's learning opportunities for both our children who are sponsored and many others in the Philippines.



In another part of the world, the London-based **International Health Partners** collaborated with Children International to provide medicine and medical supplies to clinics and hospitals in the Philippines and Zambia. These donations were vital lifelines for nations frequently facing shortages in supplies, forcing financially challenged patients to buy what they need from private pharmacies or go without.

"We truly appreciate this partnership and look forward to continued collaboration to ensure that essential medicines remain available to those who need them most," said Victor, a doctor and medical superintendent at Matero Level One Hospital.

## PARTNERS IN IMPACT

We would not be able to transform the lives of so many children and youth without the commitment of individual donors and family foundations who

choose to contribute their resources, their time and their expertise to Children International.

They include people like legendary comic book artist **Todd McFarlane**, who is best known for his work on The Amazing Spider Man and for creating the beloved anti-hero, Spawn. In 2024, we were honored to be the beneficiary of a one-night online auction that McFarlane Productions hosted.

During the two-hour event, comic book enthusiasts bid on exclusive items, from McFarlane's original art to memorabilia from the Spawn series. All told, the event generated more than \$80,000 for Children International.

"I'm proud of how our comic community stepped up to hopefully make a profound difference in the lives of children worldwide," McFarlane said.

Another exciting stage in our evolution included the launch of our **Global Philanthropy Council**, comprised of a dedicated group of volunteer Children International ambassadors who are using their business acumen and influence to help us raise awareness of, and support for, our mission and initiatives.

The Council launch was soon followed by the establishment of the **Pathfinders Society**, which is comprised of philanthropic donors whose gifts are considered transformative and help continue our work to keep our programs and our support for children and youth both timely and relevant. ●



# Advocates for ending poverty

**A** ccepting the invitation to join Children International's inaugural group of Global Philanthropy Council and Pathfinders Society members was a no-brainer for Larry Phelan and Cyndi Russell.

The Naples, Florida, couple have supported Children International since a sponsor introduced Larry to the organization 20 years ago. During that time, Larry's charitable arm, the Phelan Family Foundation, has funded the building of a community center in the Dominican Republic, which has since expanded, and co-funded two centers in Ecuador. Larry and Cyndi also sponsor more than 18 children who are now growing into successful adults.

Over the years, they've witnessed how Children International continues to evolve. "It started in a good place and has grown into a great place," Larry says.

"Now," Cyndi chimes in, "it creates miracles."

The couple credits the impact of Children International's holistic approach to ending generational poverty to President Susana Eshleman's vision for the organization — as well as the passion and dedication staff bring to their work with children and youth across the globe.



Now as members of the Global Philanthropy Council, Larry and Cyndi advocate on behalf of Children International by sharing its programs and their experiences with others. "Visiting the community centers in person with us and meeting the children and the Children International staff one-on-one, sparks the same passion we have," Cyndi says.

So, how do Cyndi and Larry "pitch" Children International to people who know nothing about it?

"It's an easy sell," Larry says. "I look for people like us, who have the heart to help, but they don't want to just throw money at a problem. They want a process that's monitored, measured and has results. And Children International has a great story to tell."

"They do so much more than basic care," he adds. "They have a structured, long-term strategy that prepares children for employment by the time they are 18–20 years old. **Their approach doesn't just treat symptoms of poverty — it creates generational change.**"



children  
international

GLOBAL  
PHILANTHROPY  
COUNCIL

## A new generation is *changing* the world

**Y**our steadfast support throughout last year helped us sharpen our programming and deepen our partnerships with communities, which translated into real gains in the lives of young people on the doorstep to adulthood.

Nowhere is that more evident than through **Into Employment®**, our signature workforce development program. In 2024, there was a 93 percent completion rate across all Into Employment programs, equipping young people with the skills and confidence to land jobs, start earning a living and secure their career path. Most, if not all, of these youth entered Children International's program at the youngest of ages, through sponsorship.

Shelyi Chonay Xon's sponsorship began when she was in elementary school. She credits Into Employment with equipping her with the interpersonal, interview and presentation skills to prepare her for her career. Now 20, Shelyi is a nurse administrator at a hospital in Guatemala, where she assists with patient care and administrative and accounting support. Soon, she'll have the opportunity to help with surgeries, just a year into her tenure.

But the kind of career guidance Shelyi and others received doesn't end there.

**Your investment has had a ripple effect:** Since many of our youth still live with their families, their success at school, and eventually in the workplace, shifts the trajectory of their parents' and siblings' lives. And as they become more anchored in their local workforce, their knowledge and contributions strengthen their local economies — and ultimately help feed their country's development.

Together, we're not only helping break the cycle of generational poverty one child at a time, we're also unleashing a new generation of productive citizens. ●

### 2024 Into Employment stats

**6,864**  
total  
participants

**93%**  
completion rate across all  
Into Employment programs

**64%**  
of participants  
are female

As high as  
**87%**  
placement rate in jobs



The people who support (Into Employment) ... help us find our abilities, and we see what our strengths are and what are our weaknesses, so that we can fulfill our dreams and grow both academically and personally.”



— **SHELYI, AGE 20**  
Into Employment graduate,  
GUATEMALA

# Facts and financials

## GIVE WITH CONFIDENCE



**80% of Children International's total operating expenses**

support programs for children and youth. So when you make a monthly gift or donation to our organization, the majority of your dollars go toward exactly what you intended — supporting children in poverty.

**Children International ranks highly among charity watchdog groups.**



[give.org](https://give.org)

## BOARD OF DIRECTORS

Adam Newsome, Chair  
Marvin Irby, Treasurer  
Aviva Ajmera  
Steve Berger  
David Cacioppo  
Brad Cloverdyke  
Andy Erpelding  
Susana Eshleman  
Suzanne Jimenez  
Ena Williams Koschel  
PaShon Mann  
Roland Paanakker

## CONDENSED AUDITED FINANCIAL INFORMATION

Independent auditor: BKD LLP | For year ended December 31, 2024

### PUBLIC SUPPORT & REVENUE

Sponsorships and contributions	\$113,541,369
Product donations	\$52,013,178
Legacies and bequests	\$12,357,512
Other income, net	\$4,032,499
<b>Total public support and revenue</b>	<b>\$181,944,558</b>

### EXPENSES

Worldwide program services	<b>\$131,479,033</b>
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### SUPPORTING SERVICES

Management and general	\$13,761,694
Securing financial support	\$19,349,349
Total supporting services	\$33,111,043
<b>Total expenses</b>	<b>\$164,590,076</b>

Net assets, beginning of the year	\$110,813,044
Public support and revenue over expenses	\$17,354,482
Nonoperating activities	\$12,115,949
<b>Net assets, end of the year</b>	<b>\$140,283,475</b>

To access our full audited financial statements, visit [children.org/accountability](https://children.org/accountability).

## LEADERSHIP TEAM

Susana Eshleman, *President & CEO*  
Bill Brewster, *Chief Operating Officer*  
Tim Bacht, *Vice President, Information Technology*  
Douglas Bassett, *Vice President, Global Programs & Operations*  
Maria Fernanda Corral, *Vice President, Global Talent Growth*  
Laura Thornton, *Vice President, Global Philanthropy & Marketing*  
Chris Hoyt, *Senior Director of Business Transformation*



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800-888-3089 | 8:00 a.m. - 6:00 p.m. (CT) M – F

## Paying it forward

When he became involved with Children International as a child, Diomedes no longer felt like he was moving through the world alone. Raised by his grandmother in the Dominican Republic, Children International gave him a community who was always there. He gained confidence. He grew optimistic about his future.

"I received the love of my sponsor and the love of all the staff," says Diomedes, now 26.

As he matured, so did his participation in our programs. Diomedes took part in everything from a pastry-making course to programs about youth health.

"There were many things within that program, many reflections, many experiences that, yes, really changed my life a lot," he says.

And now, because of your generous support over the years, Diomedes is paying it forward.

"It was difficult for me to buy school supplies; it was difficult for me to do everything I need for my education," Diomedes says. "That's why I decided to sponsor because **I also want to make a difference for a child.**"



Diomedes, a CI graduate, holds a photo of the child he sponsors

## Looking ahead

*2025 and beyond...*

Children International had a remarkable year, filled with inspiring opportunities to serve, lead and grow and — most importantly — to foster hope and positive change in the lives of the children and youth in our program. Your generosity and unwavering commitment as sponsors, donors, partners and volunteers made it possible for them to continue building brighter futures.

As we approach our organization's **90th anniversary**, we are dedicated to ensuring that even more young people have access to the tools, resources and guidance they need to succeed in work and life. With your continued support, the journey ahead looks promising. Together, we can continue to transform lives and build stronger communities. Thank you for being an invaluable partner in impact.