

ANNUAL REPORT

2015



LETTER FROM THE PRESIDENT

Dear Friends,

My main motivation to precede and become part of AYUVI's Board of Directors was to face one of the most satisfactory challenges that any human being could have, contributing to save children with cancer.

It is a privilege for me to be part of this beautiful cause and I want to thank everyone who is part of AYUVI: the founders, members of the Board of Directors, all collaborators, and the thousands of Guatemalans who have supported us since our beginnings.

In these two years we have faced important challenges and I want to recognize the commitment and effort of Pollo Camper, Banco G&T Continental, TIGO, and Pepsi, for their unconditional support, since it has allowed us to move forward in important processes.

Each child deserves a happy childhood, one that allows him/her to interact with friends and families, play, and lead a fulfilling and healthy life. Although we feel proud that currently 70% of children who are diagnosed early and treated adequately can be saved, and that treatment's desertion rate has dropped under 2%, we keep in mind that we still need to reach many children.

We still have a long road ahead of us. Let's together reach the other half, with faith and hope. May children live!

With all my affection,
Carlos Enrique Mata
President, Board of Directors 2014-2016

BOARD OF DIRECTORS 2014-2016

Main

President	Carlos Enrique Mata
Vice-President	Álvaro Horacio Morales
Treasurer	Melanie Marie Reimers
Secretary	Ana Cristina García
Vocal I	Rosa María de Frade
Vocal II	Jorge Andrés Wyld
Vocal III	Álvaro Francisco Ruata

Substitute

Carlos Roberto Ramírez
María Ximena Rodríguez
Carlos Granados
Juan Pablo Mata
Gustavo Antonio Mérida
Mikele Ceschia

Honorary Guests

Carlos Sluman
Natalia Sayed
Adolfo Noguera
Coralía de Marroquín
Berta de Canella

WE ARE A COMMITTED TEAM

Executive Department

Gloria De Dios
Claudia Acosta
Lilian Camey
Xiomara Paz
Tito Lobos
Carlos Pérez

International Fundraising and Projects Department

Carlos Velásquez
Marijose Vilá

Financial Department

Genoveva Deutschmann

Communication and Development Department

Luisa Ávila de Castillo
Ana Lucía Morales
Eileen Grajeda
María Fernanda Escobar
Gianfranco Dedet
Ericka Arévalo
Jhonatan Loarca

Legal Consulting

Lourdes Arriaza

Accounting

Henry Méndez
Yareni Ramos
Joel Cetino
Gabriela Méndez
Edín Guerra

IT

Carlos Benavente
Duvan Osoy

Padrinos de Esperanza

Jorge Mario Arrivillaga
Leslie de Jerez
Cristina Pontaza
Elisabet Canil
Wendy Rivas
María José Ortiz
Hansel Guzmán
Diego Luna
Lucía Bobadilla
José Sosa
Lorena Valenzuela
Rafael Lau
Estefani Bran
Gabriela Guerra
Tiffany Rivera
Sergio Ordóñez
Johnny Soto
Jaime Samayoa
Rodolfo Revolorio
José Canil

Parents in Action

Jessie Lemus
Lilian Solares
Wendy Cabrera

Volunteering and In-kind Fundraising

Sara Altalef
Mónica de Molina
María René De la Rosa
Marleni de García

Estuardo Mini Hospice

Angela de la Vega

SAVING CHILDREN WITH CANCER



Mission

To provide quality services and treatments to our patients with pediatric cancer.

Vision

To be the best and most efficient organization for the treatment of pediatric cancer in Latin America.

Values

Integrity
Commitment to excellence
Vocational service
Responsibility
Respect

A UNIQUE EXAMPLE

Since 1997, AYUVI has been responsible of fundraising funds to cover the treatments costs (which don't represent any cost to patients and parents), of the children with cancer in Guatemala. Subsequently, the National Pediatric Oncology Unit-UNOP- was created, a hospital that has transformed into an excellence center for the treatment of this disease.

A lot of efforts have been noticeable since our beginnings, and this has been possible thanks to the support of the Public Health and Social Assistance Ministry, the private initiative through our main benefactors: TIGO, Pepsi, Pollo Campero, and Banco G&T Continental, and the thousands of Guatemalans who have believed in our cause to keep saving children with cancer in Guatemala.

For us, it is satisfactory to continue the commitment of life fighting against pediatric cancer. We assume the challenge to keep bringing hope through our treatments at no cost, to each of the children who fight against this terrible disease.

AYUVI in numbers:

 **6,473** children attended.

 **5,056** diagnosed with cancer.

 **2,160** are free from the disease.

 The survival rate has increased from **20% to 70%** on average in the last years.

 The treatment's desertion rate has decreased from **42%** in our beginnings to **1.6%** in 2014.



*Carlos Aguilar
Leukemia*

OUR PATIENTS

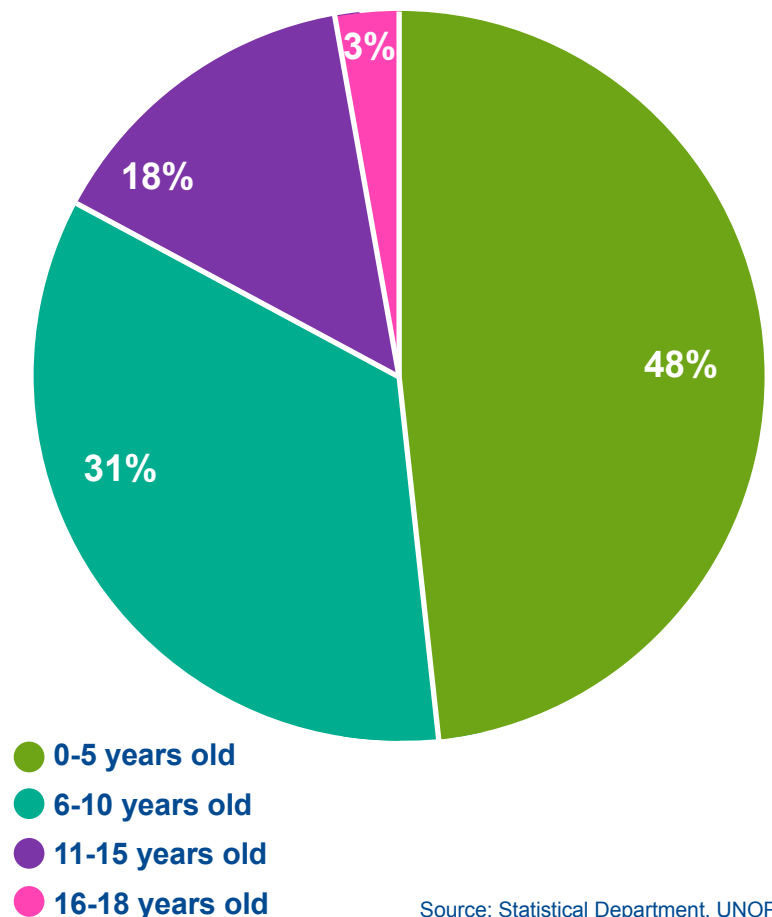
According to the World Health Organization, 12 in every 100 thousand children develop cancer, which makes it a disease with demographic incidence.

We currently cover 44% of the affected population, and we welcome around 50 new diagnosed patients on a monthly basis.

As stated by the Department of Social Work at the hospital, 90% of the children's families have on average monthly income of \$250.00 and 70% come from underprivileged rural backgrounds and areas with the most need.

35% of our patients, enter the hospital with the disease in an advanced state and 50% suffer from some degree of malnutrition.

Half of our patients are under 5 years old!



Source: Statistical Department, UNOP

A COMMITMENT WITH GUATEMALAN CHILDHOOD



Nataly Castro
Leukemia

What has motivated us since our beginnings is to save the lives of children with cancer in Guatemala. This would not be possible without the support and commitment of all the people and institutions who have believed in our work for over 18 years.

It is a lifetime commitment through which we face many difficult challenges, but we have achieved it holding hands with all those people who have joined our cause, harvesting a strong bond with those committed with all their hearts. Together, we have advanced to be able to attend children who fight day to day against cancer.

The approximate cost of a chemotherapy treatment is \$58,600.00. Today, we know that 70% of children with cancer can be cured if diagnosed early and treated adequately. We provide a comprehensive treatment, including: medicine, shelter, transportation, nutritional support, psychological attention, and palliative care for the 30% who are not able to win the battle.

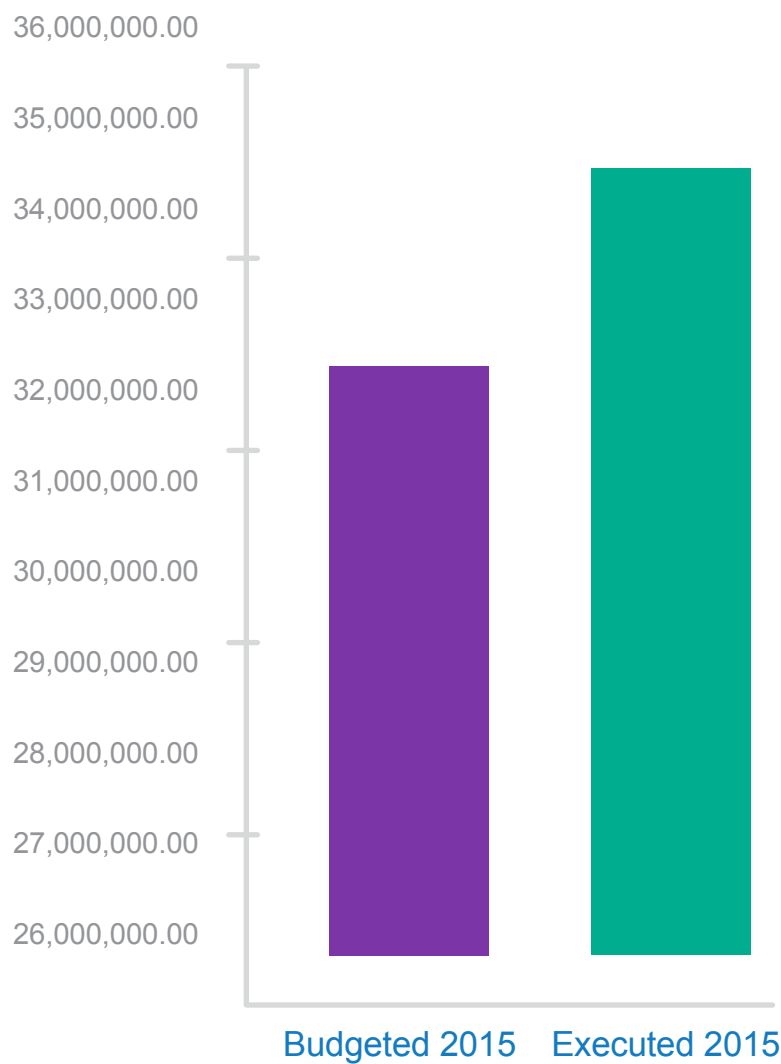
Currently, for each child who receives treatment, there is another one who hasn't been diagnosed. We still need to attend 56% of patients with pediatric cancer in Guatemala, but we know that we can achieve it with everyone's help.

CLOSING INCOME

Once again, because of our commitment towards children with cancer our fundraising outcome exceeded our fundraising goal.

19.32% above budgeted

*Figures expressed in quetzales.



LET'S REACH THE OTHER HALF

Wishful that every time there are more people with the opportunity to help, at AYUVI we have designed fundraising programs for all. Programs that allow us to achieve our goals and assure the treatment of the little brave ones who on a daily basis maintain the hope alive.

- Padrinos de Esperanza** 
- Parents in Action** 
- Events and Innovation** 
- Love Volunteers** 
- In-kind Fundraising** 
- Projects** 
- Estuardo Mini Hospice** 
- Communication and Public Relations** 

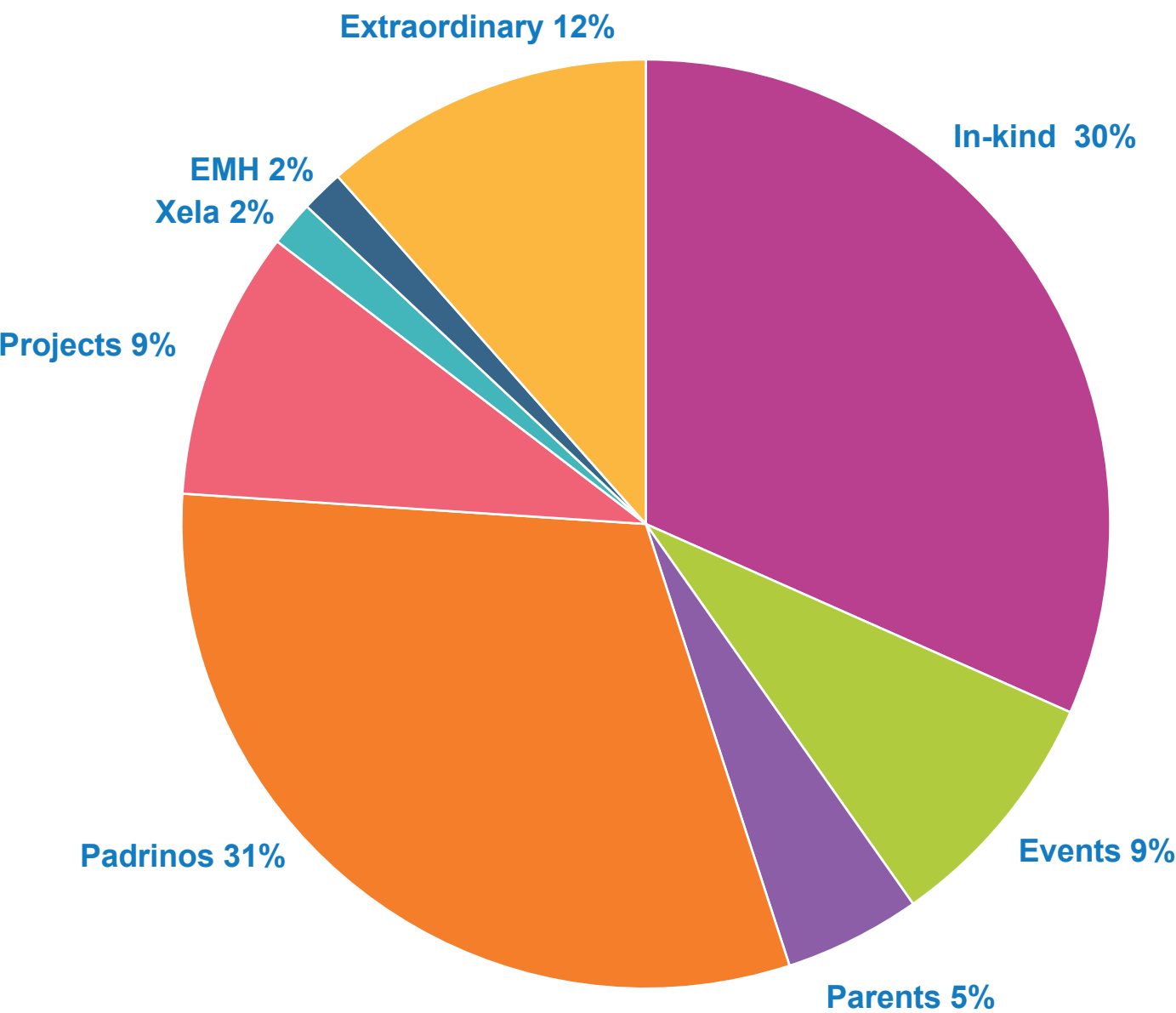
*Rafael Say
Leukemia*

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FUNDRAISING COMPOSITION

Each time there are more of us who save the lives of children with cancer in Guatemala.



PADRINOS DE ESPERANZA

With the consistent and continuous support from each godparent, we ensure the long term aid required to continue bringing hope to the lives of children with cancer in Guatemala.

Today these godparents have joined the challenge against cancer:

32,650 **GODPARENTS**

220

Active Companies

103

New Companies

27, 850

Corporate Godparents

5,000

Individual Godparents

*Kiara Vidal
Leukemia*

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PARENTS IN ACTION

Our patient's parents become fundamental allies to undertake different activities which allow to fundraise throughout the country.

Together with Ayuvi's team, parent committees have worked hard to raise awareness about the fight against cancer in different regions of the country.

387
10,800
670
42

sensitized parents.

sensitized students.

new godparents.

interviews in local media in different provinces of the Republic

(Huehuetenango, Chiquimula, Quetzaltenango, Jalapa, El Progreso, Jutiapa, Totonicapán, Escuintla, Quiché, Chimaltenango y Petén).

21

Fundraising activities in rural areas of the country.

7

Fundraising activities in the department of Guatemala.



EVENTS AND INNOVATION

We have organized events filled with love and light. This has been possible thanks to the support of great friends and prestigious institutions who have committed to and joined our cause, becoming an important part of fundraising.

The result and participation from all those who have joined our cause through activities, has contributed towards the growth of our sensitizing efforts.

We have touched and sensitized hearts from all ages, where each of them have learned more closely about this tough disease which affects Guatemalan childhood.

- Painting Smiles on Eggshells
- Chichío Book
- Sport Crossings
- Arco Iris Race Guatemala
- Arco iris Race Antigua
- Arco Iris Golf Tournament
- Voser Foundation
- Art Fusion

- AYUVI / Dinner For The Other Half
- Celebrate Life
- Merchandising



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LOVE VOLUNTEERS

Every time the participation of volunteers who are an important part of our project is larger.

They commit on a yearly basis providing services such as: spiritual support, occupational therapy, hospital games, attention in outpatient area and activities which motivate each of our patients, amongst others services.

Thanks to the enthusiasm and dedication of each and every one of our volunteers, we have achieved:

597

active volunteers

5,320

donated hours

115

unique activities



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IN-KIND FUNDRAISING

This is one of our most efficient programs, in-kind donations can be: groceries, medicines, disposable medical equipment, cleaning supplies, amongst others.

Thanks to this support in 2015, we achieved:

100% coverage of Comprehensive Attention Programs.

100% coverage of emerging needs.

100% coverage of shelter and hospice needs.



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PROJECTS

We need to reach and attend the other half of children who are affected by cancer in Guatemala. In 2015, our efforts resulted in national and international alliances that translated into different projects to cover specific needs.

“AYUVI’s Angels Auction” In alliance with G&T Continental Foundation and with the valuable support of volunteers, art experts, AYUVI organized a successful auction with the participation of 41 Guatemalan visual artists. All proceeds were destined to the care of children with cancer at AYUVI-Estuardo Mini Hospice.

Port-a-Cath Program

In its second year of service the program benefited 32 children who received catheters to mitigate physical and psychological suffering. The program covers the need of catheters utilized during intense and prolonged treatments.

Donation of surgical equipment for UNOP’s operation room. The medical instruments provide support to over 450 surgeries that are annually provided.



ESTUARDO MINI HOSPICE

As part of the comprehensive treatment we offer, we provide assistance to 30% of patients who fight till the end without being able to overcome cancer. Meaning, we close the circle when life possibilities are exhausted.

The support given to the family and patient decrease pain levels, fear and anguish, allowing clarity, peace, and emotional stability for all those involved.

At Estuardo Mini Hospice we also provide psychological and medical support, when diverse crisis attributed to the disease arise.

The achievements during 2015 were:

557 days of overnight treatment.

37 attended children.

105% of monthly occupation during the month of December.



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COMMUNICATION AND DEVELOPMENT

Thanks to media, we have communicated our cause and needs. More than strategic allies, they have become our friends.

For the third year in a row we organized our Radio Marathon, receiving the support of Central Radio Stations and Blue Medical Call Center.

In 2015 we launched our “Let’s reach the other half campaign” with the objective of informing our audience that we still need to attend 56% of children who have not been diagnosed and as a consequence don’t receive treatment. The good relationship with the media allowed us to obtain positive results in subsidized publicity.

Total editorial publicity	Q2,308,194.00
Total commercial publicity	99,360.00
Subsidy without a receipt	60,000.00
Total subsidy obtained	7,001,060.00
<hr/>	
Subtotal	9,468,614.00
Radio Marathon	4,036,200.00
<hr/>	
TOTAL	Q13,504,814.00

*Exchange rate: Q7.74 / \$1.00



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15 YEARS OF COMMITMENT WITH LIFE



ÚNETE
a AYUVI
PARA SALVAR NIÑOS CON CÁNCER



BANCO
G&T CONTINENTAL



1 millón de gracias



GUATEMALA

One more year the Únete Raffle joins our fight against cancer, this year with the campaign “A commitment with life, is for life”. Thank you to the support of thousands of Guatemalans we fundraised Q40, 829,980.00.

This fundraising event has become the largest in the country, due to the trust that Guatemalans have placed in these brands and the “Saving Children with Cancer” project.



During 15 years Únete together with AYUVI have saved the lives of children with cancer!



2001



2002



2003



2004



2005



2006



2007



2008



2009



2010



2011



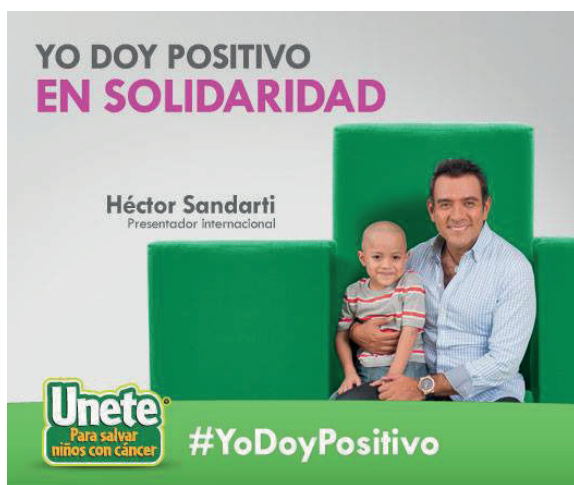
2012



2013



2014



2015

2015

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CONTRIBUTIONS FROM THE ÚNETE RAFFLE

YEAR	AMOUNT FUNDRAISED
2001	5,148,540
2002	10,115,240
2003	10,737,630
2004	12,580,095
2005	12,022,545
2006	14,004,420
2007	20,252,400
2008	20,302,825
2009	29,664,420
2010	40,107,720
2011	42,756,320
2012	43,489,800
2013	40,735,840
2014	40,825,200
2015	40,829,980
TOTAL	342,742,995

Mijail Gómez
Leukemia





*Source: Audited Financial Statements

* Figures expressed in quetzales

*Exchange rate: Q7.74 / \$1.00

CONTRIBUTIONS TO THE PROJECT

"SAVING CHILDREN WITH CANCER"

	 		TOTAL	 	
YEAR	VALUES IN MILLIONS OF QUETZALES			PERCENTAGES	
2000	0	9.7	9.7	0%	100%
2001	5.7	10.5	16.2	35%	65%
2002	12.2	7.8	20	61%	39%
2003	14.2	12.3	26.5	54%	46%
2004	16.4	12.3	28.7	57%	43%
2005	16.4	12.3	28.7	57%	43%
2006	19.2	15.3	34.5	56%	44%
2007	27.8	24.8	52.6	53%	47%
2008	29.5	24.8	54.3	54%	46%
2009	42.3	19.5	61.8	68%	32%
2010	55.7	22.8	78.5	71%	29%
2011	62.9	30.8	93.7	67%	33%
2012	65.1	30.8	95.9	68%	32%
2013	70.8	37.0	107.8	66%	34%
2014	70.4	37.0	107.4	66%	34%
2015	77.0	33.0	110.0	70%	30%
TOTAL	585.6	340.7	926.3	64%	36%

DURING 2015



WE PROVIDED MEDICAL ATTENTION TO 494 NEW PATIENTS

In addition to providing a medical treatment, we fuse several elements in a comprehensive way, which allows us to have a multidisciplinary team of professionals: psychologists, nutritionists, social work specialists, to name a few.

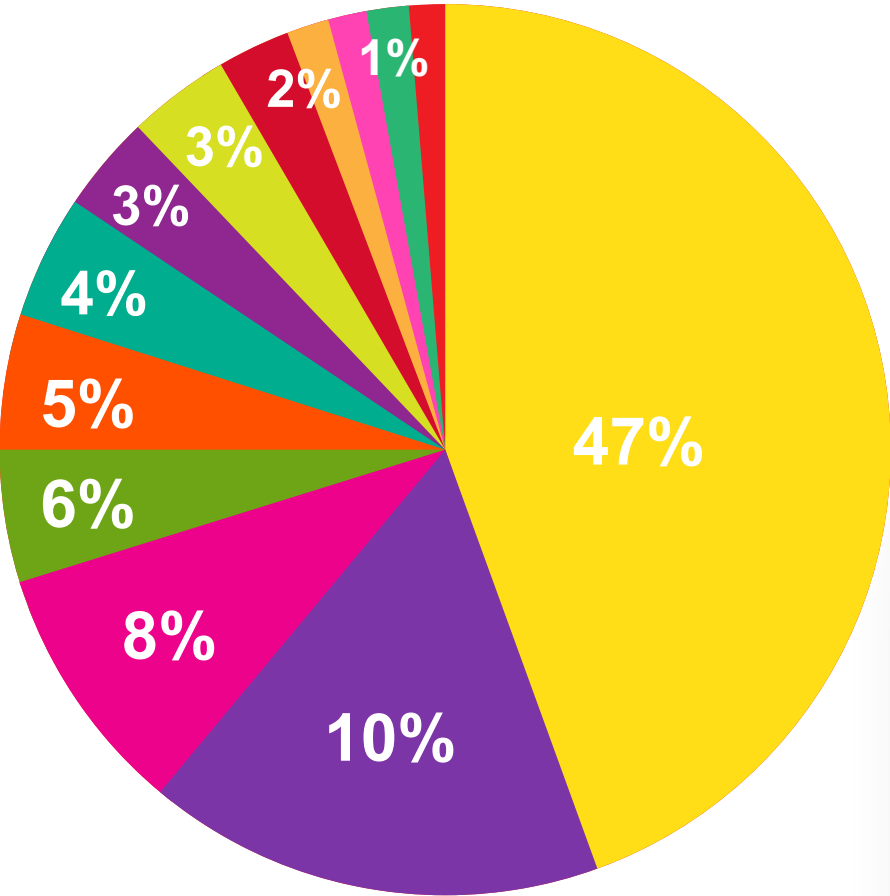
On a daily basis we attend 120 patients in the Outpatient Area, some arrive to receive their treatment, others come for their regular checkup and others to be diagnosed and treated.

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LEARN ABOUT OUR 14 TYPES OF CANCER

- Leukemia
- Lymphoma
- Retinoblastoma
- Germinal cell tumor
- CNS Neoplasia
- Osteosarcoma
- Wilms tumor
- Histiocytic lymphoma and sarcoma
- Rhabdomyosarcoma
- Neuroblastoma
- Carcinomas and other epithelial neoplasias
- Other malignant neoplasms not specified
- Other tumors





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SPONSOR NOW!

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