

2024 ANNUAL REPORT



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Prepared by: Joey Cecilia del Prado

Message from Joey Cecilia del Prado

Dear Friends and Relatives:

I trust this finds you well and in good spirits. As we reflect on the past year, I am filled with immense gratitude for your unwavering support and dedication to the mission of Foundation for the Poor Inc. Despite the challenges the non-profit industry faced in 2023, your generosity and commitment enabled us to achieve remarkable milestones and positively change the lives of those in need. Your contributions have been the driving force behind our success, allowing us to overcome obstacles and make a meaningful impact on the communities we serve. Your time, resources, and compassion have truly made a difference, and we are profoundly thankful for your partnership.

As we embark on a new year full of hope and aspirations, I am excited to share our vision for the year 2024. We have set ambitious goals to further our mission and continue making a lasting impact on the lives of the less fortunate. Your continued support is vital to the success of these endeavors, and we invite you to join us again for a year and have another meaningful journey with us.

We encourage you to spread the word about Foundation for the Poor Inc. by sharing your experiences with friends, relatives, and colleagues. Your personal testimonies are powerful tools that can inspire others to get involved and contribute to our shared mission of alleviating poverty and promoting a better future for all.

In addition to our ongoing initiatives this year marks a significant milestone for us as we celebrate our 7th year of service. To commemorate this occasion, we are planning a small-scale launch to showcase the accomplishments we have achieved together with our organization-partners. This is the time we can invite friends, relatives, associates to this special event so they can witness and hear, firsthand, the impact of our passion to HELP.

Furthermore, I am committed to visiting our mission areas this year, ensuring a deeper connection with the communities we serve and a firsthand understanding of their needs. Unfortunately, my trip to India via Bangkok, early this year has to be canceled because of some safety reasons. However, I will explore the possibility of still making the trip this June. I want to be with the children of HAVEN OF HOPE who are physically and mentally disabled and can even give each one a HUG and a KISS coming from the supporters.

Nonetheless, I and Zandra, our Social Media Manager, visited three (3) sites of our three (3) partner-orgs. These are IT Tender; AJ Kalinga and Tuloy Foundation.

As we embark on another year of great service, I pray for our continued health, safety, and blessings from our Lord God as we make 2024 a year of even greater accomplishments and positive change for the underprivileged.

From the bottom of my heart, I thank you for being an integral part of Foundation for the Poor Inc. and trusting us through the years. With heartfelt gratitude and warm regards, may God richly bless you and your family!



Joey Cecilia del Prado
Founder-President Foundation for the Poor Inc.

Facts about the Non-profit industry in the Year 2023

- Revenue: Nonprofits' total revenue has grown from around \$1 trillion in 2000 to nearly \$3 trillion today.
- Employment: Nonprofits employ 10% of the US workforce, making them the third largest employment sector.
- Donations: Americans' charitable donations have increased by 1% from pre-pandemic levels.
- Volunteers: Volunteers are 200% more likely to donate than non-volunteers.
- Donations by device: Almost one-third of online donations are made using a mobile device.
- Donor videos: 79% of donors use online videos to help them decide whether to donate.
- Social media: Nonprofit marketing is shifting to new audiences and marketing channels, including Gen Z.
- Managed cloud services: The nonprofit sector will see a rise in managed cloud services.
- Funding: Half of nonprofits predicted their overall funding increased in 2023, while 29% projected steady funding and 9% predicted decreases.

Some other trends for nonprofits in 2023 that will carry over this year includes:

- Increased focus on mission
- Moving beyond a traditional social service focus to include a social justice component.
- Record inflation
- Workforce shortages
- A potential recession
- Increased demand for services

Mission & Vision

Mission statement: We strive to offer our partners financial support the best we can by raising funds for them to bring their projects to the finish line as we implement the **“Power of Partnership.”** We encourage them to connect us with their **“Circle of Influence”** - sharing the mission & vision of FFP and get their financial support.

Most of the projects supported by FFP are geared to uplift the lifestyle of the POOR through **Education** so they can eventually **REDEEM THEMSELVES FROM POVERTY.**

Vision statement: FOR FFP TO PLAY AS PART OF THE SOLUTION to ADDRESS GLOBAL POVERTY.

Strategic Goals To be Implemented

1. Awareness Campaign

For a young non-profit organization, AWARENESS is often the first step towards achieving its goals Increasing donations, or recruiting great volunteers and board members.

FFP will use social media platforms (FB, Instagram, and LinkedIn) just to make FFP known globally.

2. Fundraising

Foundation for the Poor Inc is a public charitable organization. This means we rely on donations from the public. The most important goal a nonprofit organization has is **RAISING FUNDS to SURVIVE.**

FFP will continue to conduct project presentations for a specific project especially if it entails construction. The very effective way is to present it per phase basis with its corresponding cost. Prospective donors can easily act on it since they can easily see it if it is within their budget.

FFP has Team Leaders, by default, for each mission area. For example, Doina Eipuras spearheads the Moldova Project. For Nigeria, Angela Nwaneri leads the Ireze Foundation and Fr. Williams Nnandozie for Ss Simon and Jude Church. On the other hand, Alice Mungwa leads Betterway Africa (Cameroon) and is responsible totally for the projects in that country.

In addition, FFP hires the services of Shannon Ross, a grant writer, to explore opportunities in applying for grants from grantors with requirements that best fit the organization’s partner’s needs.

3. Recruited Volunteers

It is challenging for us to recruit volunteers. Recruiting volunteers is indeed the key goal of many nonprofits. We continuously recommend to the board and volunteers that we tap our circle of friends & relatives who know us inside and out and invite them to join.

FFP has this weekly pick-up service of the leftovers of Pretzels and other bread stuff from Philly Pretzels in Lahaska to be brought to Fisherman’s Mark (Food Pantry) located at 262 N Main St. Suite 5, Lambertville, New Jersey. The board members fill up my absence if I can’t do the pickup.

4. Recruitment of donors

When it comes to an increased donor base, FFP faces some challenges. Majority of the board members and volunteers are not comfortable soliciting. I continuously recommend to them that they tap their circle of friends & relatives who trust us. This can be done during family gatherings where people would just like to ask what keeps each one busy. It is best to start with our existing network – our community; church; organization you belong to and many others. We can start by sharing with them FFP’s mission and vision and then its future goals. We invite them to join us in the mission and encourage them to visit the website so they will know more about the organization.

5. Corporate partnerships

Corporate partnerships are powerful. We identified corporations using Cybergrant and Benevity as their donation platforms. We tried to reach out to the management and signified our interest in promoting Foundation for the Poor Inc to their employees. We aim to invite Filipino-American- owned companies to collaborate with us giving them extra exposure that would be good for their business.

6. Boost email

Email marketing will be consistently used, and E-greeting cards will be sent during holidays or birthdays if we get hold of their birthdays & anniversaries.

7. Social Media Presence

Current Audience on FB Page & IG Followers

Audience

Current audience

Potential audience

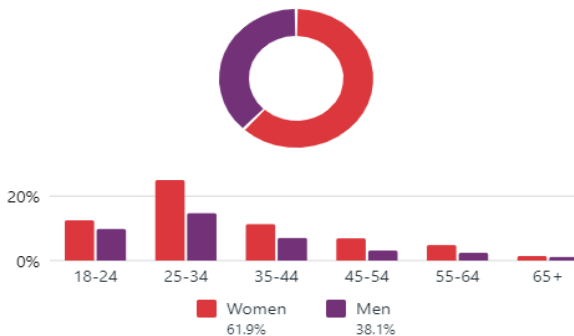
Facebook followers ⓘ

4,756

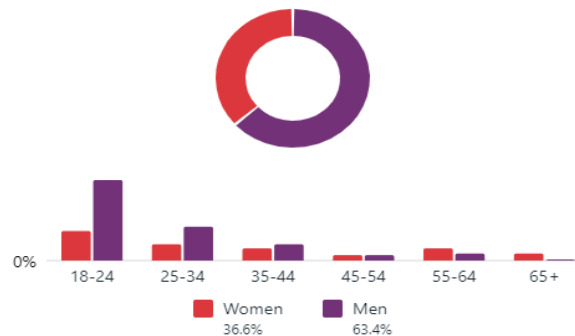
Instagram followers ⓘ

3,870

Age & gender ⓘ



Age & gender ⓘ





To Increase followers, here the suggested steps:

1. Audience/Followers: FB, IG, LinkedIn, and TikTok - We need to connect or invite our family, friends, colleagues, acquaintances, etc. TO LIKE and SHARE our platforms to achieve more audiences, volunteers, and donors.

2. Content Overview: We need to like, share, and comment on posts posted on these platforms - get followers involved.

FORMULA for FFP Facebook, Here are the steps:

Page: Open FFP Page + Click the 3 dots (...) + invite all friend list = RESULTS

(increase in audience & followers).

3. Content Engagement

- **Create short videos such as Introduction to the Foundation, etc.**
- **Short videos about our partner organizations**
- **A short clip about volunteers and sponsors**
- **FB Stories and IG stories (short clips only)**
- **Website articles are to be posted on these platforms.**



Conclusion

FFP's goals vary each year depending on the proposals submitted by our partner-organizations and how fast they submit. This year, 2024, Foundation for the Poor Inc. will focus on the following goals:

- 1) Building of School in Akpoli, Idah Diocese, Kogi State, Nigeria. Project Total Cost is **\$74,195**. \$20,000 has been raised in the last quarter of last year. This was disbursed this month of February. Funds to be raised to complete the project is **\$54, 195**. We will explore grant applications, although this takes a long process but it is worth doing. Looking for grant application opportunities that fit the qualifications mentioned could be tedious. We will launch fund-raising on the social media platform.
- 2) To complete the project Sanjeevnai Center at Harrai of Haven of Hope, **\$15,000** is still needed. Foundation for the Poor Inc. will continue to reach out to the Indian community to help us raise the said amount.
- 3) Foundation for the Poor Inc. will disburse the budget for the last two phases to Betterway Africa **Phase 3: \$1,108** and **Phase 4: \$2,252** once they accomplish the Masonry phase and ready to move to the next phase and after.

FFP has launched a new website with our new relationship Flipcause. We concluded our contract with Doylestown Website Design in the last quarter of the year 2023. We found a better package from Flipcause which is known to help small-non-profit organizations and can eventually help us with fundraising.

We will continue to have on board, Mr. Umesh Malikum to handle renewals and taxation and Sam McDonald of JL Accounting LLC in Doylestown to handle bookkeeping.

Joey Cecilia del Prado is now focused on looking for other platforms to generate funds . This allows her to have a chance to truly reflect on FFP's mission and future while creating a direction that everyone can work together.

We absolutely give merits to our generous donors who trust FFP and have the passion to help the underprivileged which helped FFP achieve the goals for 2023. This calls us to look forward to having a small-scale launch of the organization sometime July or August.

Volunteers and Board Members are encouraged **to donate generously**. This is the **lifeblood of the organization**.



2024 Goals

1) Betterway Africa International – Cameroon

Project: Continuation of the renovation of a 4-classroom stone building in Bonanyang village, in Cameroon

Project Cost: \$15, 600

Problem: Children has **no easy access to Education**

Number of Children: 105 children

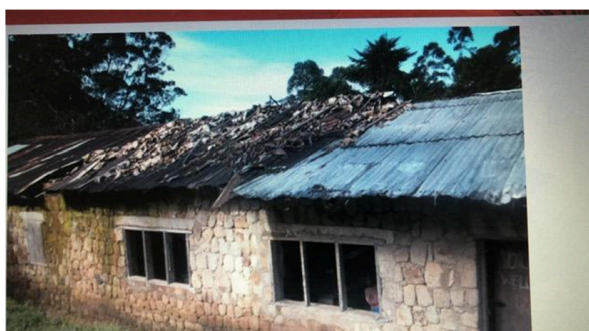
Impact: This will enable the community to move the children from rooms in locations that were not meant for schooling into a safe, befitting and appropriate learning environment.

FFP Participation: The organization has allocated **\$ 12,440 to cover Phases 1 & 2** FFP to allocate **\$3,360** to cover the last two legs of the construction once BAI submits its progress report with pictures.

Timetable: To be completed by 30 March 2024

Project Status: The current phase of the work includes masonry work on the floors and stone walls, construction of inner partitioning and installing of the ceiling.

Before & After





2) Haven of Hope (HOH) - India

Project: Sanjeevani Center, Harrai

Number of people Benefiting: 40 villages with a population of around 40 thousands of people with a population of 80% ST, SC population.

Project Cost: \$ 67, 000

FFP Participation : \$ 35,000 (FFP has already given \$ 20,000 last year. HOH expects help to raise **\$ 15,000** from FFP in the coming days, which will be used for final settlement of the project with the Contractor. Fr. Pauly Thekkan, the founder, participates in financing the project.

Current status of the Project: RCC (Reinforced Cement Concrete) work of three rooms (therapy center, Office room, Class rooms and toilets are over. RCC works of living rooms are also over. Wall Plaster works are also over.

Other remaining works are

1. Flooring and related works such as tiles etc.
2. Final paintings and and .
3. Finishing of building works including electrical and other works.

What is needed to complete the project?: HOH will be needing the remaining amount to settle the account with the contractor and purchase the furniture for the center.

Timetable: Due to various difficulties that HOH faced during the construction of this building, there has been delay in the completion of work. Now things are a bit more clear. HOH is expecting to complete the work by the **end of February, 2024.**

2. Ireze Foundation - Nigeria

On-going project: Sponsor a child. FFP to help find sponsors.

3. Ss Simon & Jude Community

Project: To Build A School

Project Cost: \$ 74,195

\$20,000 was disbursed this month, February to get the construction started.

Timetable: 9 months

Their Dream School



4. Small-Scale Launch - Around July or August, 2024

5. IT Tender, Muntinlupa, Alabang, Philippines

Project: Sponsor-A-Child project
\$360 or Php 12,000

Problem: Children don't have access to proper Education.

Impact: Children are able to go to school (i.e., children from extreme poverty whose families do not have the means to cover their educational expenses). Children are mentored and tutored at IT Tender to become successful in their studies and to become responsible leaders in their community.

FFP Participation: FFP was able to find **sponsors for 3** children to be able to go to school and enjoy the benefits of IT Tender's programs.

Money contributed: **\$1,440 USD (PHP 80,116.51) in 2023**

Participation of FFP: Timetable: Year-round sponsorship of three (3) children to be continued until the completion of their studies

Current Status of the Project: Ongoing



Targets:

Ss Simon & Jude: \$ 54, 195

Haven of Hope: 15,000

IT Tender: 7 students @ \$360 per student or Php (Phil Peso) 12,000

Ireze Foundation: Any amount to sponsor students

**AJ Kalinga: Donation of the Bohol Land to the organization
Help raise money to sponsor Adult Education - Budget is
around \$ 3, 078 per interested Homeless**