



IMPACT REPORT 2015

Building Community with Heart





MISSION

Our mission is to build community by strengthening families, enabling service, promoting self-sufficiency and inspiring mutually beneficial relationships across borders.

IMPACT STATEMENT

Corazón is an internationally recognized leader in the development of self-sufficient, cohesive communities, providing across borders a holistic program of academics, training, housing, social support, and empowerment.

OUR SERVICE AREA



Our service areas in Tijuana and Tecate are only 100 miles away from Orange County - where the majority of our volunteers are located!

HOW DOES A PARTICIPANT RECEIVE HELP FROM CORAZÓN?

The most profound impact is in the people... and in the way their mindset changes as they realize their full potential.

The house unites the family and brings them closer. The scholarship, tutoring, and other youth activities allow students to keep studying and realize the potential that they have but may have never known. The resources at the community centers are used to help aid in leadership and life skills training that transforms individuals and communities.

STEPS TO BECOME A PARTICIPANT



MESSAGE FROM OUR EXECUTIVE DIRECTOR

As Corazón's Executive Director, I am overwhelmed by the response and support - on both sides of the border - which enables Corazón to help more and more people every year. 2015 was a year of tremendous growth in the communities we serve in Tijuana and Tecate, Mexico.

This past year, we built homes and provided much needed shelter to keep families safe. We granted scholarships and tutored kids to help them succeed and stay in school. We taught leadership and life skills to parents and community leaders. We trained our participants to become volunteers themselves and to run community programs and activities.

All of these new skill sets can now be applied to improve our participants' employment opportunities and provide a better future for their families.

We are honored to witness children and adults fulfill their true potential every day by providing tools, encouragement, and building blocks to grow. We love enabling volunteers to get actively involved on both sides of the border. This is Corazón.

I am touched by your passion and compassion, and I am inspired by your contribution to making this world a better place. Together we are doing something truly incredible. We are building long-lasting, sustainable change.

In the next few pages you will learn how we are growing, the deep impact of our programs, and how we are building something life changing.

Thank you for your part in building community across borders.

Con todo Corazón,

Jennifer Allen
Executive Director

CORAZÓN CONSTRUCTION PROGRAM

BUILDING FROM THE GROUND UP

BUILD A HOUSE IN A DAY

Many of the families we serve live in shacks and improvised shelters with dirt floors. They are unsafe, leak when it rains, and pose several health problems.

Through volunteers and financial support, Corazón's "Build a House in a Day" program resolves some of the most basic family needs by providing shelter, security, and hope. In just 12 hours, a family's life is changed in the most profound way.

Here's how we do it...

- Participants are required to **take courses and volunteer** for 6 months before being granted a home through the Corazón Construction Program.
- Families **serve their neighbors** by volunteering and work toward their own home, building an even greater sense of community beyond the construction projects.

- Although participants are eligible to apply for a home after 6 months of volunteer service, due to demand, it **takes an average of 2 years** to make this dream come true.
- 40-50 volunteers in the U.S. and local participants in Tijuana and Tecate **build an eligible family a home**, all in just one day!

THE BENEFITS OF A NEW HOME

- Homeowners have safer and more secure homes.
- No longer paying rent means income can be used on other family needs.
- Domestic violence is reduced when families are not overcrowded in small spaces.
- Families' physical health improves by removing hazardous building material, providing a concrete floor, and leak-free roofs.



PARTICIPANTS ARE ELIGIBLE TO APPLY FOR A HOME AFTER 6 MONTHS OF VOLUNTEER SERVICE



"I felt like a prisoner. But now there is space for everyone to live and for my business to be successful."

- Luz, "Build a House in a Day" participant and Corazón Sewing Class Instructor



LOCAL BUILDING PROJECTS

Participants in Tijuana and Tecate can give back in many ways, including local building projects. Paint, drywall, room additions, and roof replacements are our most commonly requested projects. To begin a project, the building materials needed are obtained in one of three ways:

- In-kind donations which are distributed to our community centers and made available for community exchanges.
 - Grants from the Mexican government are provided to Corazón to purchase materials.
 - Families can purchase their own materials.
- Once materials are obtained, the project is scheduled as a Local Building Project and the family receives manual labor support from other community members.

CORAZÓN YOUTH PROGRAM

BUILDING TOMORROW'S FUTURE

The Corazón Youth Program helps in many profound ways. Youth activities instill the hope and promise that an education can bring and motivate kids to pursue rewarding careers that would otherwise not be available to them.

"My grades have gotten better since I received my Corazón scholarship. Because of Corazón, I have made a lot of friends."

-Adriana, 5th grader and recipient of scholarships and a summer camp attendee

CORAZÓN SCHOLARSHIPS

Although public education is free in Mexico, parents are required to pay for all books, supplies, uniforms, and transportation. Corazón gives **scholarships to all eligible youth** within our communities who wouldn't have the means to attend school.

Their only obligation to Corazón is to keep their grades up, participate in Corazón tutoring, and help tutor younger students.

TUTORING

In addition to receiving scholarships, our young scholars receive tutoring at their local community centers provided by older youth who have taken **tutor training workshops**.

We introduced an official tutor training process in 2014 and trained 28 tutors who worked with 229 students with a sponsorship by the Patricia & Christopher Weil Family Foundation. In 2015, our tutoring program grew exponentially.

SUMMER CAMP

Since its inception in 2002, the summer camp program has provided our children with the opportunity to **share an experience** very common in the U.S., but unavailable in Mexico—not to mention a great graduation day at a water park!

Each community runs a summer camp at its local community center and Corazón staff provide training and support to make each camp a success.

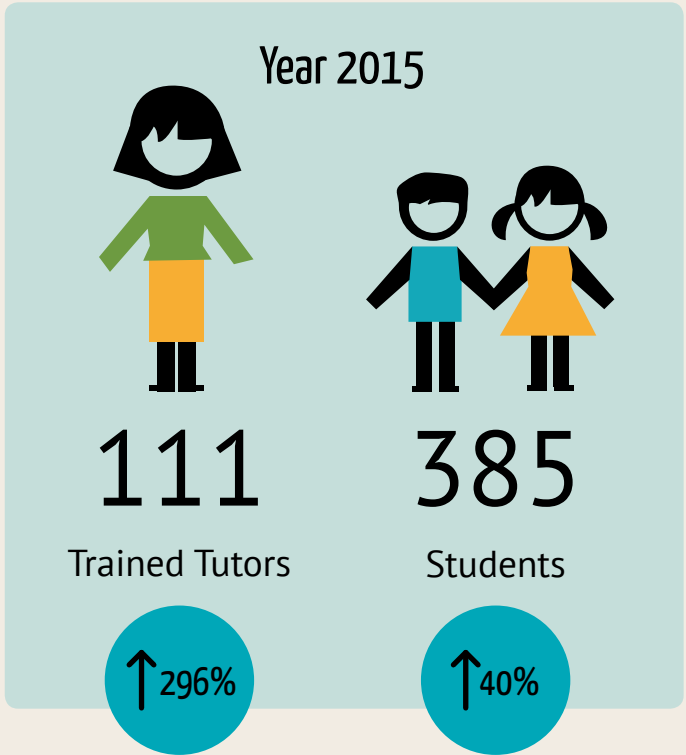
SOCIAL MEDIA LAB

As technology becomes more advanced and continues to grow, new opportunities are required for kids to learn digital skills. One of our newest activities is the Social Media Lab.

In October 2015, we held our first meeting to create a **taskforce of youth** participants to experiment with multimedia. This taskforce will continue to grow the program and determine curriculum for students in the future.



Brian (on right) uses most of his scholarship for transportation - He takes 2 buses to school and on the way home, he takes 2 taxis. Every day, it takes him 3 hours to get to and from school.



DID YOU KNOW?

Corazón believes that the arts and sports are important in building community and character. That's why we partner with the **Center for Musical Arts** to provide free music classes for students. In 2015, Corazón also organized a one-day soccer tournament with donated uniforms, medals, and lunch to make it an extra fun day!



CORAZÓN FAMILY & COMMUNITY PROGRAM

BUILDING SELF-SUFFICIENCY

Participants volunteer 15 hours a month to be eligible to receive support from Corazón. These volunteer hours are seen as opportunities to help advance themselves and their community.

Parents can learn how to better care for their children. Individuals can train on a new skill. Some come together to manage and represent their communities through our committees. All of our Family & Community programs are meant to strengthen the bond between a family and the community they live in.



CLASSES

Participants are required to take two workshops when they begin serving with Corazón: Gardening and Violence Prevention. Corazón then offers other skill-based workshops such as sewing and hair cutting.

LOCAL FUNDRAISING

In 2015, local participants raised \$6,000 towards maintaining their own community centers, buying food for the daycare centers, and planning community events to celebrate holidays.



MEETINGS

Corazón community-wide meetings focus on the following:

Assembly Meetings: Report on the previous month's activities and plan the next month.

Representative Meetings: 2 community leaders from each community practice facilitation methods with peers, gaining confidence and experience to lead more successful meetings.

Committee Meetings: Weekly meetings for a 9-member committee of community leaders to plan activities.



DONATION EXCHANGE

Participants are offered opportunities to exchange their volunteer hours for items such as blankets, furniture, and construction materials.



"Corazón offers so much community support and because of that, people's lives can be better."

- Claudia, Nuevo Milenio Community Committee Member, "Build a House in a Day" participant, Daycare Training Administrator, Summer Camp Manager

DAYCARE

Corazón provides daycare services for young children while mothers are working on community projects. The individuals running the daycare services are participants who are trained with manuals created for daycare service providers. The trainers are also women from the community. This activity provides a sense of ownership and increased self-esteem as they consider themselves teachers and are proud to share their knowledge with daycare providers.



CHRISTMAS PARTY

Every year, Corazón celebrates the many achievements of their participants with a Christmas party. Families who have achieved one consecutive year of at least 15 hours a month of service are invited. Volunteers and participants enjoy celebrating together and it's also a chance to dream together for the future.



BUILDING A FAMILY'S FUTURE, ONE PIECE AT A TIME

Corazón has served thousands of families for over 38 years. Juana's story shows the impact that our services provide for our neighbors just across the border.

Juana, the eldest of 16 children, did not attend school. Instead, she was expected to take care of her younger siblings, and help around the house. As a young teenager, she slept on the streets and sold gum with her brother to support the family. At the age of 15, she made the bold decision to leave Guadalajara and move to Tijuana, looking for an opportunity.

When Juana was 17, she met her husband and had her first child. Her husband works very hard as a construction worker, making \$1200 pesos a month (\$65 U.S. dollars). With 6 children (ranging from 8-21 years of age), an 8-month old grandchild, Juana's 19-year old brother, and other extended family living with her on occasion, the household has grown to 11 family members.

Although life in Tijuana has improved for Juana, it is difficult to make ends meet, provide a safe home, and give her children the education she did not receive.

A New Life, New Home

Juana's life changed when she arrived in Tijuana and became a Corazón participant in 1993. In 2000 she received a home through our "Build a House in a Day" program. In 2012 she received a Corazón room addition and was eligible to receive a second home in 2014.

The house means that her family has a roof over their heads and they do not have to pay rent. This home is her estate, her family asset. She is motivated to maintain it so her whole family is comfortable and happy in a safe and loving home.

In order to increase her independence, Juana took many classes in construction. One of her favorite memories was learning to make bunk beds for her children. "It was a special thing to have someone be willing to help me when they weren't even related to my family."

Corazón Scholarships Keep Juana's Kids in School

Paying for their children's education would be impossible for Juana and her husband.

With Corazón's Scholarships, they receive the funds to pay for nursing school for 21-year old daughter Jazmín, which costs \$3,000 pesos a month (\$165 U.S. dollars). In return Jazmín supports the tutors at our Corazón community center in Cumbres.

Juana's youngest children have stayed in school and participate in Corazón tutoring. The scholarship allows them to pay for transportation, materials, and uniforms.

At 38, Juana was able to reach her dream of finishing her elementary school education! Now she's continuing her education with high school courses.

Giving Back to Her Community

Juana's story with Corazón started 23 years ago by wanting a house, new skills, and an education.

But her passion and appreciation for Corazón turned into a desire to be a part of a community by helping and supporting others.

She is a talented Blue Shirt volunteer and serves as the current Committee Leader in Cumbres.



"My life was so much harder without Corazón. Saying thanks is not nearly enough to appreciate what Corazón has done for me." - Juana

DEDICATED TO HELP FAMILIES SUCCEED

OUR SUPPORT STRUCTURE

Our U.S. and Mexican volunteers - the true heart and soul of Corazón - teach classes, run clinics, construct homes, sponsor scholarships, donate funds and materials, and work for and with their friends and neighbors. They create the strong foundation for all of our programs.

Our volunteers embrace and recount their Corazón experiences with their friends, neighbors, church members, and co-workers - thus encouraging wider participation. Quite simply, it is the joy and satisfaction of giving a little of yourself to make a difference in other people's lives.

VOLUNTEERING LEVELS



Red Shirt Volunteers

These apprentices support Corazón through a church, club, business, or family sponsored group and are in process to become a full-fledged Corazón volunteer.



Blue Shirt Volunteers

These individuals are dedicated to providing leadership and support to Corazón's programs. Whether helping in the office, teaching classes, supporting a committee, or working on a construction project, Blue Shirt volunteers have made a larger commitment to support Corazón.

Corazón Participants

Our participants are required to volunteer 15 hours a month to receive services. Many continue to volunteer after they have received services and they also earn their Blue shirts!

"My son Derek (who recently was called home to Heaven) signed me up to volunteer for a home build. The biggest impact for me was understanding true poverty and how taking a couple days can change the lives of these great families. To have an opportunity to work together with other volunteers and provide a better quality of life for people who live on an annual family income of \$2,000 per year is very special. My youngest son Brandon has accompanied me on several Corazón trips. It has been a blessed experience doing these builds and earning our Red Shirts and Blue Shirts."

- Brad Chang, Business/Management, Redondo Beach

OUR LEADERSHIP TEAM



Jennifer Allen
Executive Director

What have you learned from Corazón? I have learned that there is incredible power when people join together and contribute the best of themselves towards a common goal. When there are opportunities for people to serve others, the world really does get better.



Lauren Cissel
U.S. Operations Manager

Why do you love Corazón? I love the staff and the volunteers I work with. I love their passion and their devotion to the cause. I am continually challenged by their perseverance, and generosity. It is a complete honor to work side by side with each of them.



Lupita Arreola
Mexico Office Administrator

Why do you work for Corazón? I like our programs and I like being able to live and work together with our participants, to listen to them and be able to support them when they need it. I also like to involve my daughter in helping others.



Marlén Castro
Community Programs Coordinator

What do you like most about working at Corazón? The ability to see the potential in people, and the level of respect we have as we accompany these people. It helps people see all the possibilities available to them so they can help build a better society.



Lucy González
Community Programs Technician

If someone asks you, "What is Corazón?," how would you respond? It is a complex organization that gives support to many people. Like a sun, the rays brighten and reach everyone. Even I am affected by this brightness!



Manuel Huesca
Volunteer Coordinator

Why are Corazón's programs unique? We literally work to empower people, not give handouts. Somewhere on their journey with Corazón, they fall in love with their community and become passionate about it.



Andrés Valle
Data Entry Technician

What would you want a donor to know about Corazón? It's awesome what a community can achieve if they work as a team; when they don't only receive material benefits, but also friendships, support and confidence to reach their goals.



Taurino Valle
Construction Coordinator

If you were to describe your job to someone, what would you say? In 'Comunidad Corazón' we are dedicated. We implement programs that change lives; we support communities and help them discover the benefits of supporting their neighbors.

BOARD OF DIRECTORS

The members of Corazón's Board share a common desire; to make a difference in the lives of our Mexican participants and in the volunteers and donors who take part in Corazón's activities.

With deep knowledge of all aspects of Corazón and its operations, the Board sets strategic goals, develops fundraising and volunteer recruitment campaigns, provides leadership in many operational activities, and evaluates the effectiveness of programs.

It is through this direction setting and oversight - combined with the generous efforts of Corazón's donors, sponsors, volunteers, and staff in implementing the resulting plans and programs - that Corazón continues to achieve the life-changing results on both sides of the border that are described in this report.

For this continuing support and commitment to "Building Communities Across Borders" with Corazón, we thank you. - Tom McMillen, Board President



Tom McMillen
Board President



Terry Mackprang
Board Vice President



Don Mersch
Board Treasurer



John Meagher
Board Secretary



Steve Womack
Board Member



Mike Yadlowsky
Board Member



Maxine Butcher
Board Member



Nick Van Hoogmoed
Board Member



Kathy Hartmann
Board Member



Cyndi Hulin
Board Member

OUR FUNDERS AND SUPPORTERS

INDIVIDUALS WHO GAVE \$1,000 AND MORE IN 2015

Hazem Abdellatif	Pat & Renay Hamlin	John & Shaun Meagher	John & Laura Shaffer
Mike Barranco	Carl Hanson	Patricia & Don Mersch	Paul & Janet Sicking
Robert Boecking	Cindy & David Harrington	Bill & Debra Milliken	Luis & Marisa Sirvent
John & Joan Bonholtzer	John & Kathy Hartmann	Gary Nakata	Mark & Cindy Stephen
Joe Bullard	Michael Haynes	Carl Natalizia	Colin & Sue Stewart
Roger & Maxine Butcher	David Johnson	Edward & Pamela Oliva	Michael Tucker
Sean Callan	Charles Juster	Jim & Pat Parker	Oscar & Patrice Valenzuela
Robert & Joan Cooke	Gary Kearney	Haywood Payne	Nick & Beth Van Hoogmoed
Mike & Anita Crawley	Herbert John Lane	Jackie Pickard	Jean & Doug Knudson
David & Dianne Dunn	Rich & Cristina Lincourt	Patrick Powers	Boyd & Debbie Warner
Kristen & Brittney Fowler	Terry & Maureen Mackprang	Miguel Prietto Sr.	Paul & Renee Weddell
Pat & Kelly Galvin	Doug & Pat Marquette	Janice & Michael Reger	Eric & Elenor Wernicke
Barry Geister	Robert Martin	Gordon & Shirley Rock	Kathy & M. Scott Whitcher
Joseph & Mona Alise Gergen	Steve & Susan McArthur	Bill & Gayle Roop	Norma Jean & Steve Womack
Mike & Janice Gilligan	Kelly & Jen McMillen	Pauline San Juan	
Rudy Gonzalez	Tom & Nancy McMillen	Kelly Schroeder	
Milan & Linda Hamilton	Dana & Jaime McMillen-Paz	Michael & Marianne Seiler	

ORGANIZATIONS THAT GAVE \$1,000 AND MORE IN 2015

Bright Funds Foundation
Campbell Hall Episcopal School
Chevron Humankind Employee Fund
Chevron Matching Employee Funds
Hispanic & Latino Charities (HLC)
International Relief Teams
InterVarsity Christian Fellowship/USA
Irvine Spectrum Rotary Foundation, Inc.
Mammoth Lakes Noon Rotary Club
Marin Academy
Marina Landscape, Inc.
Orange County Community Foundation
Powers Family Investment Limited Partnership
Rotary Club of San Juan Capistrano
Rotary International District 5300
Shep-Rock Inc
Silicon Valley Community Foundation (ThermoFisher)
Skanska USA Civil West
The Patricia & Christopher Weil Family Foundation
The Rotary District 5300 Foundation Inc.
Traylor Bros., Inc.
Tustin-Santa Ana Rotary Club
Ventura Rotaract
Vision & Sound
Yorba Linda Sunrise Rotary Club Foundation

CHURCHES THAT GAVE \$1,000 AND MORE IN 2015

Abundant Life Community
Calvary Chapel Foothill Ranch
Catholic Community of Pleasanton
Corpus Christi Catholic Church
Emmanuel Episcopal Church
Faith United Methodist Church of Torrance
First Congregational Church of Ramona
Holy Cross Episcopal Church Diocese of CA
Our Lady of Mt. Carmel Catholic Church, Santa Barbara
St. Edward Catholic Church, Dana Point
St. Cornelius Catholic Church, Long Beach
St. Ignatius Catholic Church, Antioch
St. John Neumann Catholic Church, Irvine
St. John the Evangelist, Encinitas
St. Martin de Porres Catholic Church, Yorba Linda
St. Theresa Catholic Church, Oakland
St. Thomas More Catholic Church, Irvine
St. John's Episcopal Church, Rancho Santa Margarita
St. Margaret of Scotland Episcopal Church, San Juan Capistrano

2015 FINANCIALS

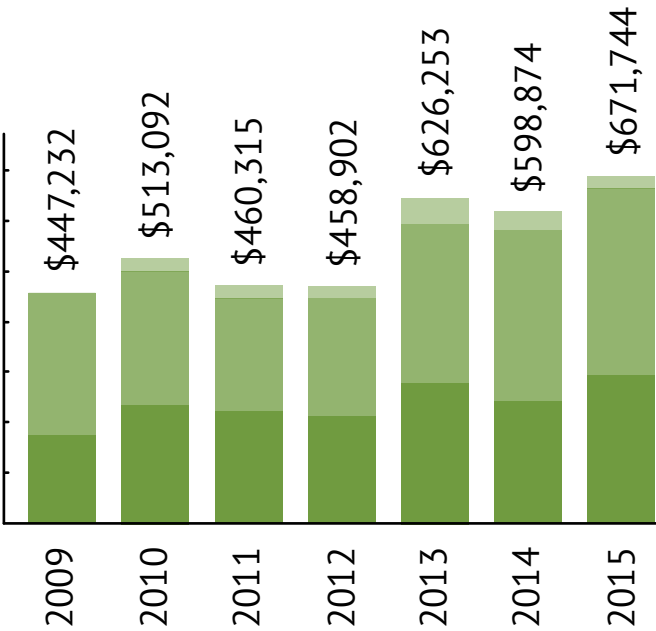
Thanks to our generous donors, 2015 was a strong year for Corazón. When we increase our revenue, we increase the long-lasting impact that Corazón has and we are able to do more for our communities. In 2015 we built more homes,

2015 REVENUE

Unrestricted Donations	\$291,945
Restricted Donations	
Donations	\$288,272
Bus Revenue	\$17,000
Scholarships	\$47,512
Community Development	\$6,360
Sub Total	\$359,144
In-kind Donations	\$20,655
Total	\$671,744

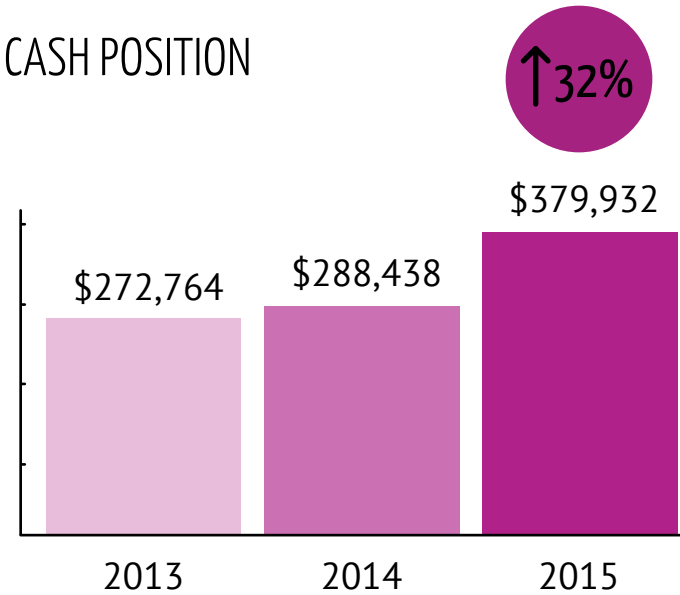
REVENUE TREND

- Unrestricted Donations
- Restricted Donations
- In-kind Donations



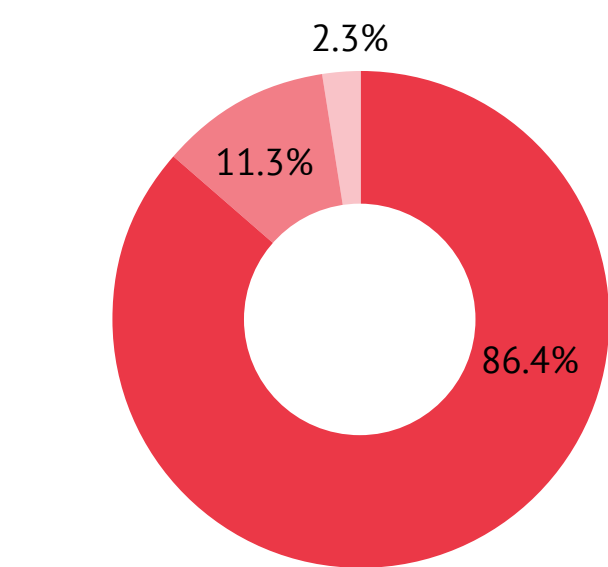
provided more scholarships, involved more family and volunteers in our programs, and continued to grow Corazón. We are proud to share our growth with you.

CASH POSITION



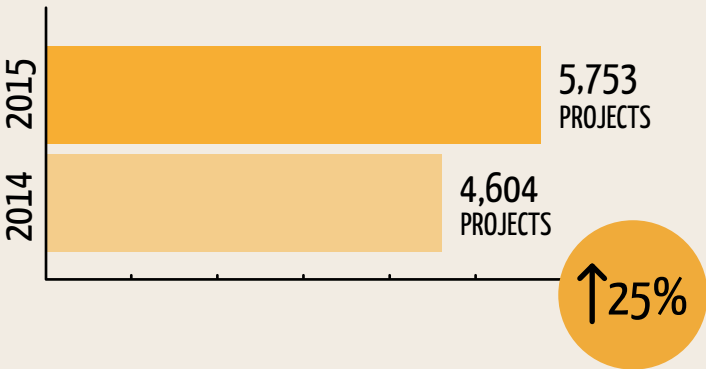
DONATION DISTRIBUTION

- Corazón Program
- Management
- Fundraising

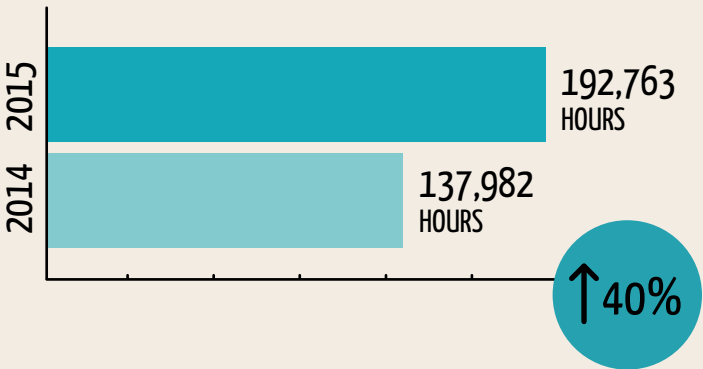


2015 BY THE NUMBERS

COMMUNITY SERVICE PROJECTS



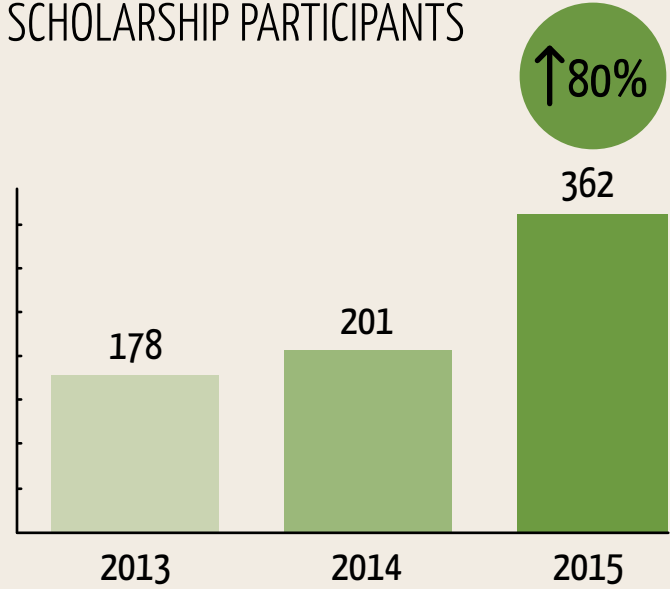
COMMUNITY SERVICE HOURS



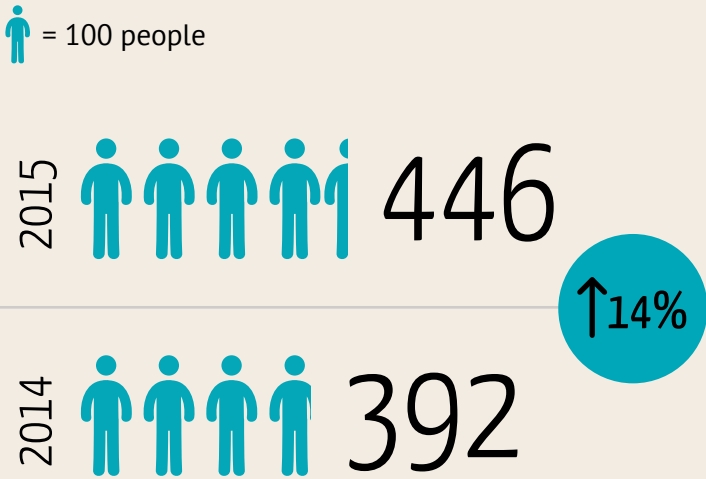
HOUSE BUILDS IN 2015



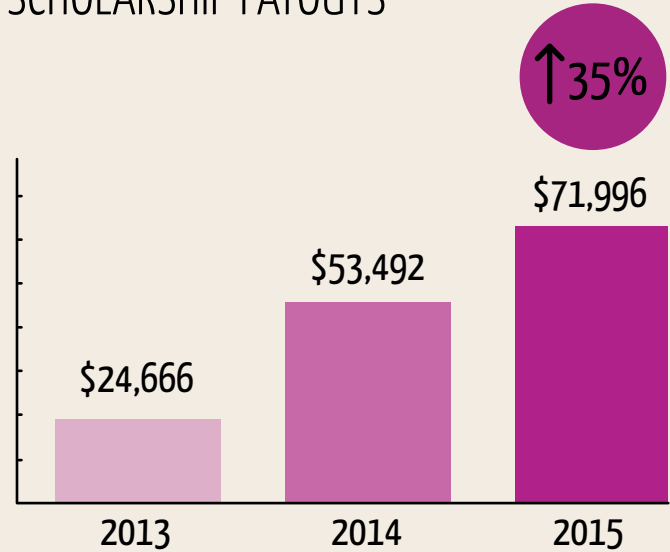
SCHOLARSHIP PARTICIPANTS



PARTICIPANTS WHO SERVED 15 HOURS A MONTH FOR 12 CONSECUTIVE MONTHS OR MORE



SCHOLARSHIP PAYOUTS



YOUR SUPPORT BUILDS A FOUNDATION FOR A STRONG FUTURE

We are sincerely thankful for your generous contributions and the vital part you play in our success. Please celebrate with us the extraordinary accomplishments from 2015 - in each of our programs - as we truly build something life changing.

The unprecedented growth we have seen in all of our programs has proven that our model works. More people are looking to Corazón to help give them the building blocks to stop the cycle of poverty.

The passion our participants have to give back to their communities during and after they receive the

programs and services they requested is beyond our expectations.

As we plan our future, we look to our incredible network of partners, volunteers, and donors to help Corazón grow our current programs, create new ones, and improve our technologies, systems, and infrastructure.

We hope that you are encouraged by what you have read in our Impact Report and that you continue to participate actively with Corazón and your neighbors to reduce poverty and make this world a better place.



"We'll live the rest of our lives with gratitude. Life is hard, but when you have a helping hand, it makes a big difference."

- Luz, Housebuild recipient, Community Leader, Sewing class Teacher



We invite you to consider how you may continue to transform lives and reach more deserving individuals.

Your support is an investment in the families we serve!

Corazón Construction Program

Help decrease the wait time from 2 years by sponsoring a house build.

- Sponsor a house build	\$8,400
- Sponsor a room addition	\$4,400
- Provide financial support for local projects	\$100

Corazón Youth Program

Sponsor the education of one child for one year.

- Elementary School	\$200
- Junior High School	\$265
- High School	\$385
- University	\$1,150

Corazón Family & Community Program

Increase the number of courses and learning opportunities for the adults in our communities.

- Grow Violence Prevention training	\$5,000
- Support our gardening and sewing courses	\$2,000

Corazón Infrastructure

Be a part of sustaining our growth!

- New office space in Tijuana	\$30,000
- New CRM Software to better track service hours, participant information, goals reached, and opportunities for improvement	\$30,000



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