

ANNUAL REPORT

2022

EST. 2009

UrbanPromise
LATIN AMERICA



THE
FUTURE
IS BRIGHT,

BECAUSE THE
ROOTS
ARE DEEP.



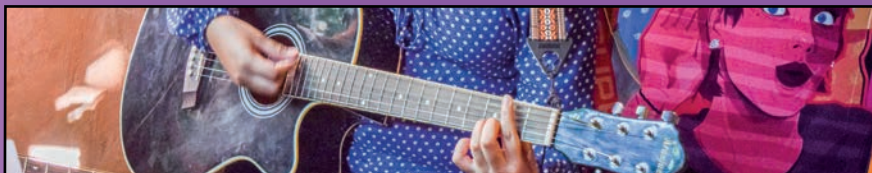
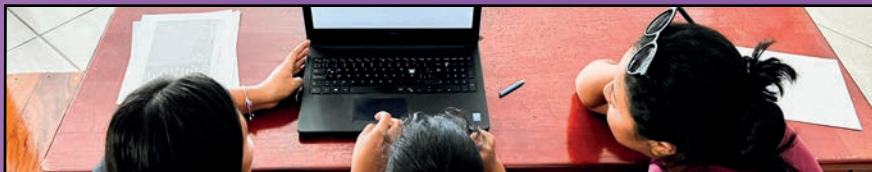
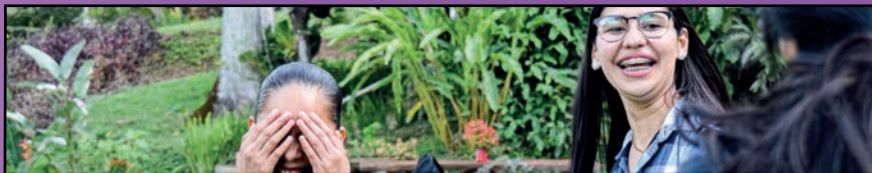


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FOUNDER'S MESSAGE

The future is bright because our roots are deep. Three years ago, we set out to develop a three-year organizational strategic plan. It was the beginning of COVID; the world was a bit chaotic, and our work rhythms were unpredictable. In many ways, things were much different than they are now.

Our organizational size, scope, and reach was smaller back then. At **UrbanPromise Honduras**, we were still less than a year into the transition of Londin's leadership over Honduras operations. We had only recently graduated our first **UPCEL (UrbanPromise Center of Entrepreneurial Leadership)** cohort, and the program was on pause until there was more international stability for travel and recruitment. Our development team was small, and our capacity to lead through complex financial situations was limited. The idea of purchasing land in Copán and developing a **Campus** was exactly that, a tiny seed but with great potential.

The key phrase that came out of that strategic planning phase was—Cultivating Sustainability. We have grown in many ways since creating that strategic plan, ways that we have developed roots, specifically, leadership roots. There is so much to celebrate!

Londin thrives as UPH Director. He bleeds the colors of the Honduran flag, his passion for the next generation of leaders is palpable, and it is contagious as he continues to attract and develop an incredible staff team at UPH.

Silvia leaves her fingerprint on the organization's financial strategy as we implement new governmental requirements in Honduras and uphold high standards at the international level.

Developing and cultivating our network of resources is a blessing, a privilege, and a challenge. David keeps things spicy and fun and is the definition of "estoy a la orden", doing whatever is needed to serve and advance our goals. He brings a local perspective that will be critical to our growth in the coming years.

Our UPCEL team, Jorge and Carolina, have re-launched the Fellowship, graduating our 2022 cohort and welcoming our 2023 cohort; bringing consistency, professionalism, and leadership to shape a branch of UrbanPromise that will invest in hundreds of leaders for years to come and thereby impact thousands of youth throughout Latin America.

With an eye for our impact across Latin America, Kris brings structure and depth to our relationship with **Affiliates** as new projects launch and flourish. His leadership helped guide us through one of the darkest moments, the San Pedro Sula event, something that, despite being so dark, was also a moment when we learned how to hope and see God's provision in miraculous ways.

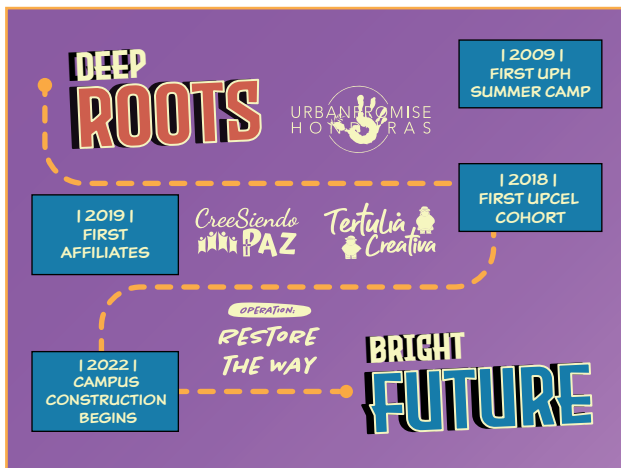
Three years ago, we were a thin and, unfortunately, fragile team. The future is bright because our roots are deep. The main branches of **UrbanPromise in Latin America** are strong because of the leaders surrounding them.

It's been a phenomenal year. Where do we go from here? We follow these leaders!

Blessings to you, supporters of UrbanPromise throughout Latin America.



OVERVIEW OF OUR HISTORY



It all started with a desire to see a vibrant community where young people thrive.

We started as a team of three foreigners, focusing on the children and youth of Copán Ruinas, and we formed a comprehensive support network for participants through AfterSchool Programs, Summer Camps, and Youth Leadership.

The work grew in quantity and quality while also growing in our goal of equipping and raising local leadership. The vision has been alive for almost 14 years, and we have

taken big steps, from an annual reach of just 30 children to now impacting over 500 children and youth annually in Copán Ruinas alone.

Our small team of 3 foreign staff has evolved into a courageous, innovative, and humble team of 32 local Honduran staff.

Amid the success we experienced in Copán with UPH, we connected with other leaders who had a similar dream.

So, we started inviting leaders to visit Copán; to spend time with us, learn about the UPH model and equip themselves with practical skills to launch a non-profit. Those invitations are now formalized as a **Fellowship**, in which we accept a new cohort each year to experience our model.

That experience is the inspiration they need to realize their visions for vibrant communities where young people thrive.

With each cohort, leaders graduate with

a dream of launching new projects, what we call **Affiliate Sites**. So far, we have representation in three countries with five sites. That expansion creates exponential growth in reaching more youth; and naturally, we see more vibrant communities where young people thrive.

With previous annual reports we celebrated the results of our pioneering initiative, UrbanPromise Honduras. While that remains the heartbeat of our organization, it is also clear that the vision is alive and thriving beyond just Honduras.



IMPACT IN LATIN AMERICA

FOR THE YEAR OF 2022

We are learning how to communicate our broader impact, to you, our faithful friends who stand alongside us in multi-layered support and love.

Thank you for your grace as we learn how to tell this story; an ever-increasing group of courageous leaders inspired by faith, relentlessly investing themselves in others, and trying to stay out of the way as God works miracles.

God's love is contagious. And we have seen that the UPH model is contagious. We are eager to see how it expands in Latin America.

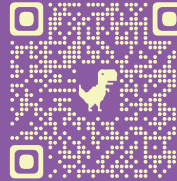


660 CHILDREN AND YOUTH SERVED

22 COMMUNITIES IMPACTED

3 COUNTRIES REACHED

SCAN ME
SOCIAL
MEDIA



UrbanPromise
LATIN AMERICA 



THE
FUTURE
IS BRIGHT.
BECAUSE THE
ROOTS
ARE DEEP.



OPERATION.
**RESTORE
THE WAY**

CreeSiendo
PAZ

Tertulia
Creativa 



ARE YOU READY?!
¡NACIMOS
LISTOS!


URBANPROMISE HONDURAS

Since founding UrbanPromise Honduras 13 years ago, one of our core values has always been empowerment. We dreamed of equipping local leaders and the day they would eventually lead this ministry into the future. We believe this is the best path toward sustainable and transformative community change.

UPH is a community that inspires servant leadership, and it is a vision that plays out at all levels of the organization. Londin and the Mesa de Liderazgo (UPH Leadership Team) are pioneers continuing to write our first chapters of UPH under local leadership, committed and relentlessly innovating programs to inspire the children and youth of Honduras to reach their God-given potential.

There is no doubt that UPH is now a household name throughout Copán Ruinas, and our staff is known for the depth and authenticity of their love. They led gracefully and with courage through the greatest wins of 2022, such as a personal visit from the US ambassador, and through the most difficult challenges, as experienced by our youth during the traumatic hostage situation. Our future is bright because our roots are deep among the UPH staff team.





20






COMMUNITIES IMPACTED








618

CHILDREN AND YOUTH SERVED

32

STAFF

Graciela Hernández Office Maintenance **Kenerson Mejía** Administrative Assistant **Claudia Esquivel** Programs Supervisor Director **Alejandro Martínez** Camp Subdirector **Clint Calhoun** Finance Consultant **Dionicio Herrera** and **Carmen Aquino** Youth Program Directors **Silvia Alvares** Finance Director **Londin Velásquez** Executive Director **Frelin Pineda** UrbanTreckers Director **Lucinda Ardón** Camp Director **David Silva** Communications Director **Karen Hernández** Camp Subdirector **Elisa Villeda** Camp Director **Marissa Thornberry** Artist-in-Residence **Cecil Leiva** Camp Director **Cinthia Valdez** Camp Director



Youth Program

The nature of our work creates a pipeline that invests in the development of courageous servant leaders from a young age. Children grow up, and they are eager for more responsibility. Our Youth Program empowers local teens to assume leadership roles at our camps, providing space to practice what they are learning.

With that guidance and freedom to grow, something beautiful happens—they become the visionary, transformative leaders that Urban Promise Honduras strives to develop.

Youth who pass through our programs become role models for their families, are sought after by local employers, and are selected for international scholarships.

THEY ARE THE
HEARTBEAT
OF OUR
MINISTRY

120 JOB SKILLS SEMINARS **10** COLLEGE SCHOLARSHIPS
14 HIGH SCHOOL SCHOLARSHIPS **25** LEADERSHIP AND COLLEGE PREP TRAININGS
20 TEAM TIMES **300** COUNSELING AND COACHING SESSIONS
2 LEADERSHIP RETREATS **48** HOMEWORK CLUB

THE FULL-CIRCLE
CYCLE

The mutually beneficial relationship between our Children and Youth programs is a core component that makes this work both successful and sustainable.





AFTERSCHOOL PROGRAM

Camp Vida, Camp Victoria, and Camp Libertad are spaces that complement and enhance what the school system provides for children in Copán. Every afternoon our AfterSchool Programs provide integral support through tutoring, spiritual formation, life skills training, sports, and providing healthy snacks. Our roots are deep within the Children's Programs of UPH. Now, into several generations of staff since the first group of foreign leaders, it is encouraging to see the DNA passed down and still alive as new leaders take the baton and parents take ownership of the vision.

The transformative spaces for children roll right into summer vacations. January is our busiest time of the year as UPH hosts 5+ summer camps for 300+ children. The success of these camps always boils down to leadership. Londin and the staff have found their groove, continuously recruiting and maintaining a team that loves authentically and endlessly.

618 CHILDREN
AND YOUTH
SERVED

We believe that youth need to be part of community development, and are ready for the challenge to assume an active role in leadership. As we continue letting go of power, we are witness to UPH teens taking our impact to a new level.

HIGHLIGHTS

Birthday Parties **7** Job Fairs **1** Barbeques **1**
 Forestry Campaigns **3** Medical Aids **1**
 Spelling Bees **1** Sustainable Gardens
 Workshops **1** Recreational Retreats **3**

CAMPS

Art Class **48** Bible Class **51**
 Spanish Class **51** Math Class **69**
 Health Class **48** Discovery Class **42**
 Enrichment Classes **39** Parents
 Meetings **12** Teacher Visits **12**
 Coffee with Parents **18**





URBANTREKKERS

UrbanTrekkers is an outdoor, hands-on, up-close learning and mentoring program where the world is our classroom. We travel to places beyond the everyday lives of our youth, places where learning comes alive and they have room to grow. Through expeditionary learning, this complements the highly successful youth development work of UrbanPromise Honduras.

Trekker trips motivate students to learn from their outdoor experiences and carry that motivation into their studies. Our leaders design activities to help develop students' teamwork, leadership, and decision-making skills.

We believe the experiences we have during adolescence directly influence the direction and path we follow for the rest of our lives. An essential part of those experiences is the relationships formed with positive and caring adult role models—those committed to teaching our youth that each individual is wonderfully created in God's image and poised for future success.

CORE COMPONENTS AND HIGHLIGHTS

OUTDOOR ADVENTURE

Cycling and athletics club Sessions **18**
Trekkers Mobile Camp **1**
Community service journeys **5**

HISTORICAL PERSPECTIVE

Cultural history classes **4**
Cultural Gastronomic Fair **1**
Educational and recreational retreats **5**
Swimming Club **1**

CROSS CULTURAL EXPERIENCES

Sustainable Gardens Workshops **2**
Rite of Passage **1**

ENVIRONMENTAL AWARENESS

LEADERSHIP IN TEAMWORK

COMMUNITY SERVICE





ARTIST-IN-RESIDENCE (AIR)

Art in all its forms works by going deep rather than broad, immersing itself in an image, a narrative. While the numbers and reports allow us to gauge the breadth of our impact, art constantly reminds us of that one child, that one youth, this one moment.

We started AIR as an avenue to help foster creativity and innovation while we simultaneously grow larger as an organization. Artists help us engage others and our environment with the curiosity of a small child.

AIR will invite one artist annually to serve for 12 months and use their God-given skills to be a creative storyteller, drawing out the encouraging, transformative work happening around us, celebrating God's presence with us, and highlighting the miraculous moments that are easy to miss.

Marrisa Thornberry was our Artist-In-Residence for 2022, storytelling primarily through painting, and she culminated with a phenomenal art exhibition that left many in awe. She also helped design the program for long-term sustainability, and we now look forward to our next artist, who will lead us in 2023.



UPCEL

URBANPROMISE CENTER FOR ENTREPRENEURIAL LEADERSHIP

4 EXECUTIVE
LEADERS
TRAINED

3 STAFF

3 COUNTRIES
REPRESENTED



UPCEL is our 12-month fellowship that equips visionary leaders to successfully launch new entrepreneurial efforts that support vulnerable youth. At the end of the year, fellows are given the opportunity to present their project proposals and request seed capital. This year our Board of Directors approved seed capital for three new affiliates:

Fundación Mi Próximo (Alina López: Honduras), **Caja del Saber Integral** (Laura Franco: Colombia), and **Fundación Juventud Empoderada** (Norma Pérez and Flor López: México).

This year, four visionary leaders graduated from our Fellowship and are now equipped with the tools to realize their dreams and launch projects that will serve the vulnerable youth of their community.

EQUIPPING
LEADERS

SPIRITUAL
FORMATION

ENTREPRENEURIAL
INNOVATION

NON-PROFIT
LEADERSHIP

UPCEL

URBANPROMISE CENTER FOR ENTREPRENEURIAL LEADERSHIP



Our theory-based curriculum starts with leadership development. It explores the Latin American cultural context, crafting a holistic response, strategic planning for project development, and communicating the vision across networks to see it become a reality.

Fellows become more confident in their skills and develop more clarity around their vision as they are exposed to various training opportunities in theory and practice. They are unique and separate activities yet work together to create a servant leader.

Our fellows immerse themselves in hands-on training and practical experience by rotating through programs at **UrbanPromise Honduras**—experiencing our AfterSchool programs, Summer Camps, Youth Programs, and UrbanTrekks. They also tour other non-profits in Copán Ruinas and throughout the region to learn and adapt best practices.

884 HOURS OF PRACTICAL TRAINING IN UPH PROGRAMS

156 HOURS IN CLASS (NON-PROFIT AND LEADERSHIP THEORY)

9 RETREATS AND CONFERENCES

48 HOURS OF PERSONAL MENTORING AND COUNSELING

UPCEL

URBANPROMISE CENTER FOR ENTREPRENEURIAL LEADERSHIP

2023
COHORT CONFIRMED!

5 NEW
FELLOWS
ACCEPTED

THREE COUNTRIES ARE
REPRESENTED IN OUR
2023 COHORT



COLOMBIA



PERÚ



HONDURAS



Our connections across Latin America are expanding. We find potential Fellowship candidates through strategic partnerships at universities, churches, and friends within our network. These alliances have strengthened our ability to identify visionary leaders that are looking for an opportunity like UPCEL.

Extensive interviews and a rigorous application process are conducted with each applicant to discover more about their personalities, entrepreneurial ambitions, and hopes for the youth of their communities. We look for a courageous yet humble passion that drives people to want to change the world in which they reside.

We take time to pray and discern as a team during the application process. Accepting one leader to our Fellowship is a 12-month commitment. Still, at the same time, it is a more indefinite commitment to walk alongside them in leadership as they launch affiliate sites. These are daunting but exciting decisions toward seeing the UP Latin America vision become a reality.

AFFILIATES

After leaders have participated in our Fellowship, they are ready to leave the nest and launch their own projects. We call the new projects, Affiliates (operating as a new and autonomous non-profit). This is one of the most exciting parts of our model: visionary leaders returning home, fully equipped with the tools necessary to put their dreams into action.

Now, as Executive Directors of a new non-profit, these leaders begin sharing the vision with members of their communities, finding others who will join the cause, identifying program locations, and above all, painting a picture of transformation for community leaders and parents inviting them to be part of the process. These are the first small steps for our fellowship graduates to see their seeds of hope take root.

With the launch of new affiliates, we are seeing our vision realized of communities throughout Latin America, where young people thrive.

CreeSiendo
PAZ

Textulia
Creativa

42 CHILDREN AND YOUTH SERVED

6 STAFF

THIS EXPANSION CREATES EXPONENTIAL GROWTH IN REACHING MORE YOUTH; AND NATURALLY, WE SEE MORE VIBRANT COMMUNITIES WHERE YOUNG PEOPLE THRIVE.

AFFILIATES | TERTULIA CREATIVA

Tertulia Creativa is one of our first affiliates (launched in 2019 by Yolanda Rojas), located in the neighborhood of Luis Carlos Galán in Bogotá, Colombia. They provide a creative and innovative space to promote education for peace, justice, reconciliation, and forgiveness. Tertulia Creativa inspires children, adolescents, and youth with the experience of love to serve and be influential leaders in their communities.



Yolanda Rojas Executive Director **Felipe Jiménez** Intern Coordinator
Esteban Gómez Youth Leadership Coordinator **Brahyan Rengifo**
 Director of Operations **Natalia Riascos** Counseling **Linda Jiménez**
 Education Coordinator



OUR 2018 FELLOW:
YOLANDA ROJAS



2 CLOTHING DRIVES

4 HEALTH BRIGADES

30 CHILDREN SERVED

34 COLLEGE VOLUNTEERS



ALTERNATIVE
EDUCATION

YOUTH
LEADERSHIP



CREATIVE
EXPLORATION

AFFILIATES | CREE SIENDO PAZ

Jorge Olivo Garcia and Carolina Botello Garcia launched the affiliate CreeSiendo Paz in 2019. Due to the pandemic and various other factors, the nature of their work and ministry took a different path. While the original vision is not currently operating as a distinct non-profit or entity, they would say that the vision of CreeSiendo Paz has expanded.



Carolina Botello and Jorge Olivo
Founders

Jorge and Carolina decided to step away as founders of CreeSiendo Paz and invest their gifts back into our Fellowship as full-time staff members of UrbanPromise Latin America (based in Copán Ruinas). They now lead our efforts to identify and invest in new leaders as Directors of UPCEL. Jorge also plays a key role in managing the construction process on our campus.

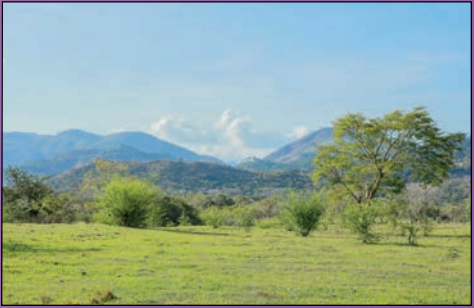
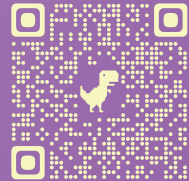
The essence of CreeSiendo Paz is still very much alive through their leadership of our Fellowship, developing training processes related to Peace and Reconciliation with staff, youth, children, Fellows, and the broader community; we are all benefiting from the original vision for CreeSiendo Paz, and the leadership of Carolina and Jorge.



CAMPUS

OPERATION.
**RESTORE
THE WAY**

**SCAN ME
CAMPUS
UPDATES**



LOCATION
**LA PINTADA,
COPÁN RUINAS**
SIZE
13 ACRES

VALUES OF CAMPUS
CONSTRUCTION
INNOVATION
HOSPITALITY
TRANSPARENCY

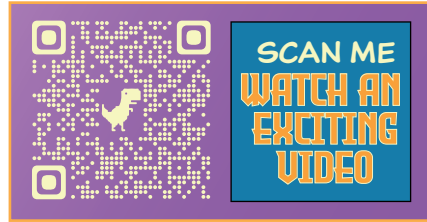


In March, we made our final payment on the land and were able to make the complete purchase due to generous contributions towards our capital campaign (no loans were needed!). The property is 13 acres, located 2 miles from town, with access via a dirt road. A creek runs through the property, beautifully nestled down in the woods behind what will be our natural amphitheater (a large 60-year-old Guanacaste tree serves as the amphitheater backdrop!).

Abnormally relentless rains slowed construction progress and forced us to get creative about the next steps. However, a beautiful dream sprouted.

CAMPUS

With local architects, we salvaged an existing house (Casa Retoño [Sprout]) — transforming a dilapidated, unusable space ready for demolition into a beautiful two-bedroom house, including a kitchen and balcony with hammocks to overlook a priceless view where macaws visit daily in the afternoon.

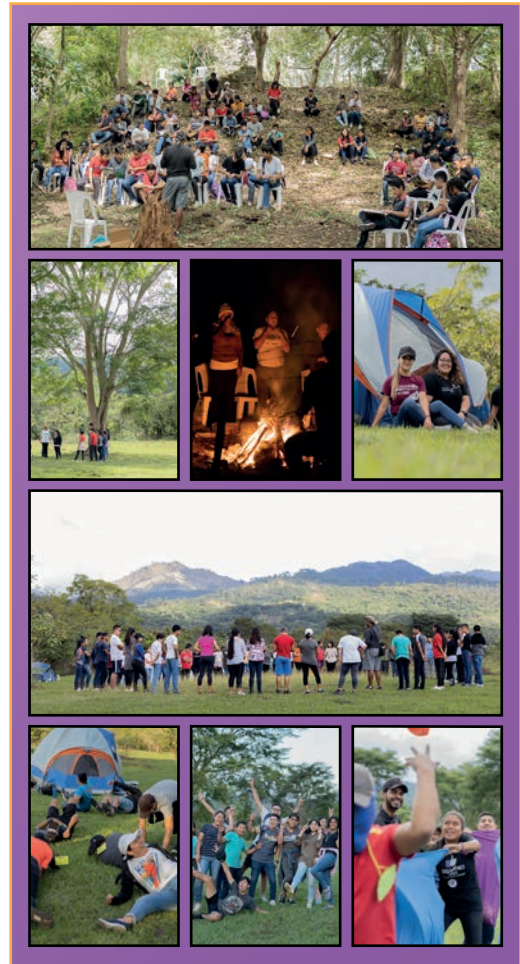


We look forward to building a large multi-purpose pavilion to seat 100+ people in time to host our 2023 UPLAM Summit in May, along with the finishing touches on Casa Retoño, creating paths to connect the spaces we use, purchasing a small SUV for more accessible transportation, building an outdoor BBQ and bonfire area, and developing our soccer field.

2022
IS JUST THE
BEGINNING



With the addition of Casa Retoño, we could host our staff retreat on the campus, along with several UrbanTrekker activities, team meetings, and youth gatherings. The future continues to look bright as we begin 2023 with a beautiful dedication ceremony with beloved guests from the UrbanPromise family, and we take inaugural steps towards further campus development.



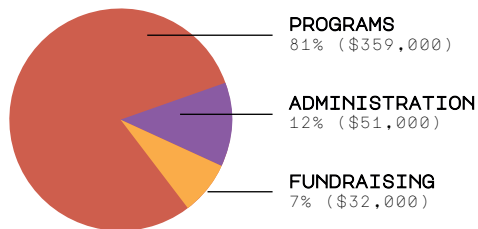
FINANCIAL REPORT



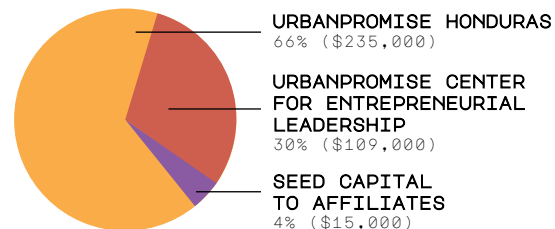
TOTAL OPERATIONAL DONATIONS RECEIVED	\$ 439,000
ADMINISTRATION	\$ 51,000
FUNDRAISING	\$ 32,000
PROGRAMS	\$ 359,000
TOTAL OPERATIONAL EXPENSES	\$ 442,000

RESTORE THE WAY DONATIONS RECEIVED	\$ 158,000
RESTORE THE WAY EXPENSES	\$ 51,000

TOTAL OPERATIONAL EXPENSES: **\$442,000**



PROGRAM EXPENSE BREAKDOWN: **\$359,000**



LEADERSHIP AND GOVERNANCE

Legally we are still incorporated as a 501c(3) in the U.S. as UrbanPromise Honduras, Inc. and we do not currently have plans for that name to change. We are governed by one Board of Directors who stewards all our work in Latin America:

Luis Ortiz Ottawa, IL Carolyn Gillette - Oswego, NY Brian Davie - Westwood, MA Mike Rea - Fresno, CA Erin Oldham - Georgetown, TX Jon Lane - Charlotte, NC Fernando Martínez - Boston, MA

Our organization is guided by one Leadership Team who represent our core initiatives



CAROLINA BOTELLO
UPCEL DIRECTOR



BLAIR QUINIUS
CEO & FOUNDER



LONDIN VELÁSQUEZ
OPERATIONS HONDURAS



KRIS SCHNEPF
OPERATIONS LATIN AMERICA



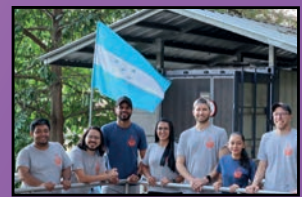
SILVIA ÁLVAREZ
FINNACIAL DIRECTOR



JORGE OLIVO
UPCEL DIRECTOR

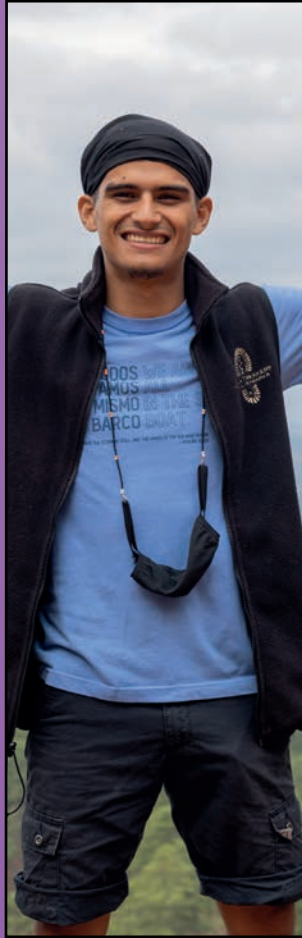


DAVID SILVA
COMMUNICATIONS DIRECTOR



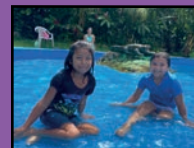
We will continue to keep you updated as our work evolves, but most importantly we will keep you updated on the impact behind your support. We are grateful for this opportunity to steward your generosity.

God bless you all,
THE LEADERS BEHIND URBANPROMISE THROUGHOUT LATIN AMERICA



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FUTURE
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