

# CONCERN AMERICA

concernamerica.org

Quarterly Newsletter

Spring 2023

Warm greetings!

During this spring season, we are excited to share the new growth from this past year and the many ways we will continue to blossom in the future. This newsletter and annual report describe many of Concern America's activities and work over the past year, including information about our finances and updates from the field. Take a moment to celebrate all that your support has made possible, and be inspired by the new groups of health promoter practitioners being trained!

As we look back at 2022, the year we celebrated Concern America's 50th anniversary, there is much for which we are thankful. We launched a \$500,000, 50th anniversary campaign to enable us to double our impact over the next 10 years, and you exceeded our goal. Responding to increased needs in the countries where we work, Mexico, Guatemala, and Colombia, we initiated three new health promoter practitioner training cohorts, expanding care to 17,000 people without access to essential health services. We held our first in-person education night in some time, with our newest field volunteer, Audrey De Los Reyes, PA; we also returned in-person for our annual Walk Out of Poverty and Grow a Global Heart Auction. And, as many organizations in our sector have sadly had to scale back, Concern expanded, including adding a new staff position in December.

We began 2023 busier than ever and excited for all that this year will bring. We invite you to consider a gift at this time to support the new health care trainings, family water filters, capacity building workshops for artisan cooperatives, and so much more. Your generosity makes our ongoing work possible, and has given us the confidence to expand our work and impact. You are amazing!

With gratitude and in peace,



John Straw  
Executive Director



Donate by mail,  
at [concernamerica.org](https://concernamerica.org),  
or scan code.



## 2022 Highlights



# Expanding our work / Exceeding expectations

50th Campaign

\$414,892 received 50th campaign gifts

\$164,400 committed



### Breakdown:

- \$298,396 - Anniversary donations
- \$2,590 - New monthly donations
- \$113,906 - 50th event



### Additional committed:

- \$164,400 - Committed over 3 years

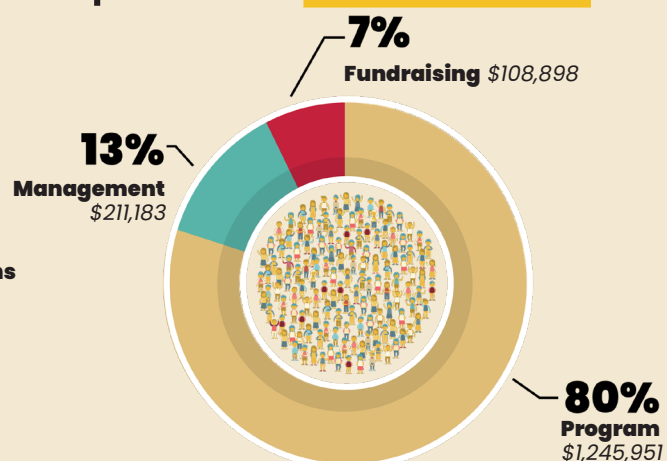
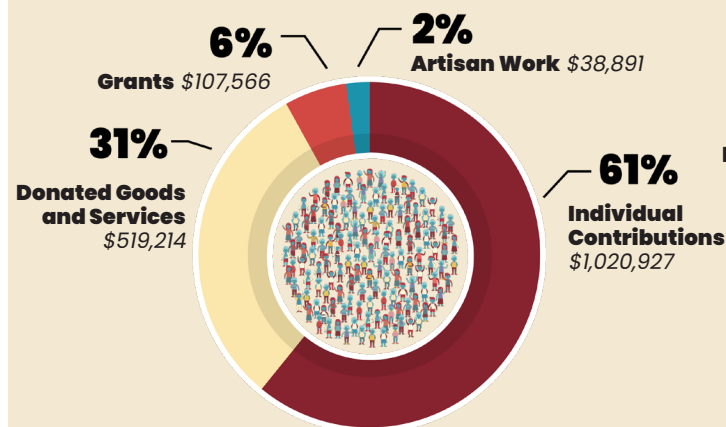
**Campaign goal: \$500,000**

**Total raised: \$579,292**

Operations

Revenue: **\$1,686,598**

Expenses: **\$1,566,032**



From Concern America's 2021-2022 audit. See the full audit at [concernamerica.org](http://concernamerica.org).

Social

### Followers

**1,035**

Supporters on Facebook, Instagram, and Youtube

### New Contacts

**488**

Contacts added to email list

### Email Open Rate

**38%**

Compared to average open rate of 21.3% for all industries

Transforming NEED Into SELF-SUFFICIENCY



### Providing Medicine

- Ensured regular supply of medicines, even when families were unable to pay or travel to get them.
- New practitioners were given their starting supply of medicines, initiating a rotating supply and fund for their community.
- Use of oxygen tanks and concentrators enabled life-saving care for patients with COVID in remote communities.

### Health Care

- Improved health care services for a population of 255,000 and expanded to an additional 17,000 people previously without access.

### Income for Artisans

- Purchased \$20,000 of items directly from artisan cooperatives.
- Though sales here at home have slowed due to the pandemic, our support for these artisans continues.
- Provided assistance for product designs, colors, marketing, and shipping procedures.



### Environmental Health

- Distributed 1000 water filters in Mexico.
- Distributed 150 water filters and constructed a community water tank in Guatemala.
- Water testing and community workshops on filter maintenance and cleaning ensured families' participation in their success.

### Training a New Generation

- Initiated new practitioner cohorts in Mexico, Guatemala, and Colombia, training a total of 145 new health providers.
- Trainings were led by the local, advanced practitioners, with support from Concern America field personnel.

### Education

- Supported the Education Commissions in computer training, design, and database compilation for the creation of educational materials.
- Impacted more than 4,000 students in 300 indigenous villages with curriculum consisting of their local culture, language, and historical context.

## How investing in women's health saves lives

### The Challenge:

Lowering Infant and Maternal Mortality Rates

### Our Solution:

A full range of care provided by trained local midwives and practitioners ensures healthy pregnancies and deliveries, including monitoring for and addressing gestational diabetes, placenta previa, preeclampsia, and breech births.

### The Challenge:

Decreasing Patient Wait Times for Treatment

### Our Solution:

Having a practitioner and midwife in every community is life-saving. Most hospitals are 5-10 hours from these communities and travel can be prohibitive. For follow-ups and continuity of care, patients do not have to travel long distances for prenatal, postpartum, and pediatric care, or any other ongoing health concern.



### The Challenge:

Identifying and Treating Cervical Cancer

### Our Solution:

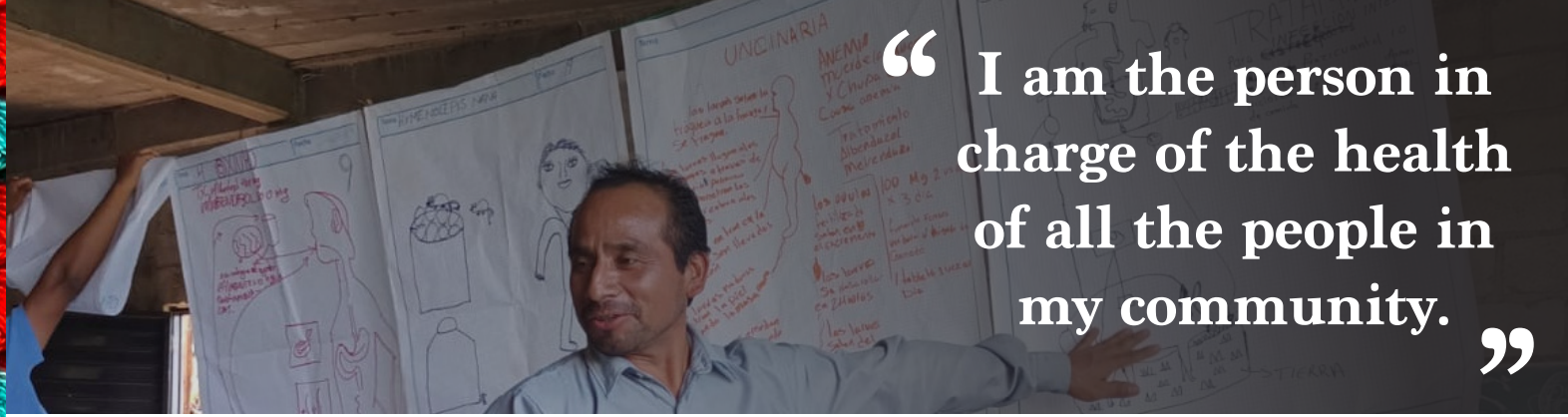
By providing affordable pap smears, pelvic exams, and cervical biopsies, practitioners and midwives detect and treat dysplasia with cryotherapy (only \$6 compared to the \$127 at a hospital), and develop an immediate plan if cancer is found; they also screen for breast cancer and treat sexually transmitted infections.

### The Challenge:

Reducing Health Disparities Due to Language Barriers

### Our Solution:

Hospitals rarely have staff who speak indigenous languages. Practitioners and midwives are able to provide care in their own languages, as well as accompany patients to the hospital if needed.



“ I am the person in charge of the health of all the people in my community. ”



**Audrey De Los Reyes, PA**  
Field Volunteer in Guatemala

“ Our health promoter students are moving through their first-level studies smoothly! We taught a week-long course on nutrition and human development. They practiced meal-planning based on nutritional needs for malnourished kids and how that differs from the recommendations for diabetic adults, for example. We calculated our caloric intake, BMIs, how many calories are burned playing soccer, and then we all played soccer in the evenings. My favorite part of the courses is welcoming the students to practice in the clinic in the following weeks because of course, relevant cases always come in! I love hearing them counsel patients about what they learned in the course, whether it’s the importance of breastfeeding or why processed foods should be limited. This course provided a good base of knowledge that we’ll continue to build on in future courses, as poor nutrition is driving most of the chronic diseases we see daily in the clinic.”

## Meet the New Practitioners

“The courses have been enriching, covering many important diseases and treatments. They are covered practically and understandably so we can truly understand the disease processes and how diseases happen instead of memorizing them on a superficial level. In addition to the courses, the opportunity to train further with an advanced multiplier in the clinic with real patients deepens what I learned during the courses. It’s also helped me gain confidence to know I can help many people in need.”



“Since starting the course, I’ve been able to help my sick family members. In the past, our options were to go to the hospital with rude doctors with bad service and treatment, pay a lot of money to go to a private doctor with bad treatment, or not seek care at all and suffer the disease. Since starting the courses where we have learned digestive, respiratory, and essential medicine, I have been able to treat my family, saving them a lot of grief and money.”

