



2017

# Impact REPORT





***Dear Friends and Partners,***

In just a short time as the new Executive Director of Lemonade International, I am already profoundly moved by the support, encouragement and dedication of the Lemonade family to our mission. Transitions are always difficult for any organization. Therefore, when we consider the importance of our goal to provide prevention regarding challenges within the La Limonada community and how urgently it matters that we do things well, it only amplifies the seriousness with which this transition has been considered. The Lemonade board and staff, as well as Tita and the Vidas Plenas team in Guatemala, have been in constant prayer seeking God’s wisdom this year and I am grateful that many of you have joined them.

Despite a year of significant transition, we launched the Toronja academy in July. This is the first academy built from the ground up, giving us the capacity to be actively working in four different neighborhoods of La Limonada. God has provided the funding for nearly 400 children to be educated, fed, loved and cared for in a safe and supportive environment. As our younger-aged children soar with hope and confidence, the journey continues with teenagers entering our Scholars program more than ever

before. We have made exciting progress toward our goal of seeing the overflow of fulfilled lives for both the individuals and the community of La Limonada.

Change is never easy, but the future for Lemonade International and work in Guatemala is bright. Ministry is expanding, children and families are being saved, abuse and gang activity is being prevented and Tita’s team is continuing to grow. As we stand in solidarity supporting their work and advocating on their behalf, we step forward with faith to see what God will do next and we invite you to walk with us!

Serving Him together,

Charles “Chal” Knox

Lemonade International  
Executive Director





## our mission

We exist to stand in solidarity with the local leaders of Vidas Plenas as they break the cycles of poverty, violence, and injustice through education, gang prevention, and community relief for the people of La Limonada in Guatemala City.

## our vision

To see those most in need in La Limonada experience transformation and live full lives in Jesus.



## ONE COMMUNITY. DEEP RELATIONSHIPS. STANDING IN SOLIDARITY.

Together we have joined God in working for the transformation of La Limonada. Through your generosity, prayers, and partnership in 2017, the team in Guatemala embodied and proclaimed the overflowing love of Jesus for the children, families, and marginalized in La Limonada.



### Prevention

Walking with the children and youth of La Limonada during their most vulnerable years through education and gang prevention, the team in Guatemala offered a bridge over the darkness that pulls young people into self-destruction and cyclical poverty. The holistic transformation of the four Academies and the opportunity of the Scholars program ushered children and youth through another year of discipleship, character development, and trauma healing.



### Care

Providing relief for the urgent and unexpected needs of the most vulnerable in La Limonada, the community support team responded with compassion, presence, and tangible support. They offered benevolence and relief to many suffering from respiratory illness, diabetes, ulcer and bullet wounds, high blood pressure, and other health concerns.



### Rescue

Reaching out to youth who are deep in darkness, the team demonstrated love and hope. On the streets, youth must show they are tough and can't appear vulnerable. But many were eager to share their stories of pain with trusted mentors. Some gang members enrolled their kids in an academy, and others asked when an academy would be started in their neighborhood. One young man even made the decision to leave his gang, and our team helped him erase his profile from social media and relocate safely.







# The Academies

The Academies in La Limonada are the heartbeat of our ministry in the community. They are embodiments of God's hope, love, presence and compassion. They provide the possibilities of a new future for the children and families of La Limonada.

Currently, almost 400 students attend one of four academies.



In 2000 the Limon Academy was the 1st academy that was opened in La Limonada in the Lourdes 1 neighborhood. There are approximately 137 children enrolled in this academy today.



In 2008 the Mandarinina Academy was the 2nd academy that was open in La Limonada in the Lourdes 2 neighborhood. There are currently about 116 children enrolled in the Mandarinina Academy.



The Lima Academy, the 3rd academy in La Limonada opened in 2014 in the El Esfuerzo neighborhood. There are approximately 111 children enrolled in the Lima Academy.



In 2016 the Toronja Academy was the 4th academy to open in the 15 de Agosto neighborhood. There are about 100 children enrolled in the Toronja Academy.





## Toronja Launch

In June, we invited you to help us launch the fourth academy in the “15 de Agosto” neighborhood of La Limonada. Through the generous response of 85 supporters, the team in Guatemala was able to begin the steps to secure a building to rent while building relationships with families and community leaders.

Forest Hill Church in Charlotte, North Carolina has been an incredible partner and advocate for the people of La Limonada. Their thoughtful and passionate leadership has been an incredible encouragement to us as they

have helped drive the launch of Toronja forward. Their generosity played a significant role in the purchase and construction of a space capable of serving the largest number of children in the years to come – and there are many children in need of intervention!

A mother named Marta told us that when she heard about what we were doing for vulnerable children in Mandarin several years ago, she began asking God to bring something like this to her community. With tears in her eyes, she said, “You are the answer to years of prayers!”

**“We were thrilled to see the doors of the fourth academy open in July to reach more children with the love of Jesus and the life changing impact they so desperately need.”**

*Katie Hoiland,  
Director of Strategic Advancement*







## Scholarships Nurture Dreams Like Pablo's

Pablo's dreams are possible.

Scholarships are keeping kids off of the streets and in their studies. They are replacing fatalistic despair with dreams of a future.

During a recent walk through La Limonada, Tita stopped Pablo, one of the 2017 graduates, to ask him a few questions about the scholarship he received as part of the Scholars program, which enables youth to continue their education past the sixth grade. Families who could not afford tuition, books, or uniforms are given the opportunity to claw their way out of the pit of darkness that surrounds them in La Limonada.

"The reality is that my life would be very different because without the education I wouldn't be able to learn a lot of things," Pablo said, "I could be a person on the street, without education, with drugs, and other problems. In some moments, I don't know if I'd even be alive. The reality of the streets is that if you don't have education, your only option is to go down that dark path."

The only option.

Can you imagine growing up believing the streets were your only option? Can you imagine if your children or grandchildren felt a high

school education was out of reach? Can you imagine bright-eyed children facing the a door to the future slammed shut because their families could not afford tuition?

Scripture tells us that "hopes deferred make the heart sick" (Proverbs 13:12). No wonder so many children and youth in La Limonada succumb to despair, numbing themselves with drugs or glue while engaging in desperate gang behavior.

Giving the teenagers of La Limonada scholarships to continue vocational high school programs fuels dreams of going to college and becoming a bank teller, a secretary, or a bookkeeper. It draws children into hope-filled possibilities. And most importantly, it provides a tangible expression of the love and hope Jesus embodied when he "became flesh and dwelt among us. (John 1:14)"

"This is something that will help me all my life," Pablo said, "I hope to find good work and to be able to help others who are in my shoes."

Having faced intense pain and struggle in his life, Pablo is already thinking of others. He is not simply focused on getting out of his present circumstances. He wants to be able to provide for himself and those he loves.



# (Extra)Ordinary Obedience

by: Katie Hoiland

For the last three years, I have had the incredible privilege of skyping regularly with Tita Evertsz, the founder of our partner organization, Vidas Plenas. While the purpose of our calls is to make sure Lemonade's fundraising and communication efforts align with the greatest needs of Vidas Plenas and to walk closely together in partnership, prayer, and love, I have personally been impacted by the faith and life of this dear friend.

A woman often compared to Mother Teresa, Tita is extraordinary. But she is also totally ordinary. On our calls, we've shared hopes, questions, feelings, and dreams. We've shared prayer requests and personal burdens. We've shared a burning desire to love God and follow him in every area of our lives.

Tita is an ordinary woman who said "yes" to God. Who has valued obedience to her Lover over convenience, safety, and ease. She followed him into a notoriously dangerous community and kept coming back. She woke up each morning asking for which steps she should take. She didn't start out to build something huge or to be likened to Mother Teresa. She put one foot in front of the other, saying "Lord, what do you want me to do next?"

Tita is an ordinary woman with good days and bad days. Days with phone calls from prostitutes and muchachos saying, "Tita, I asked Jesus into my heart today!" And days where the death, sickening abuse, and immorality make her want to scream into her pillow. Days where she can't wait to share a story of how God has moved and guided. And days where she feels weary and tired, with her heart shattered into pieces.

Like Moses, Tita doesn't feel particularly special or qualified for her role. She is not immune to questions like this: "But Moses protested to God, "Who am I to appear before Pharaoh? Who am I to lead the people of Israel out of Egypt?" (Exodus 3:11).

Tita has taught me that I don't have to feel strong, talented, or particularly qualified to follow Jesus closely. I simply have to offer up my weakness, my talents, and my all to him in full obedience.

For all of us who love the children and families in La Limonada, support the Vidas Plenas team in their ministry, and desire God to do big things through them, I have to ask these questions: What does obedience look like for you today? What might God be asking you to do as you follow his heart and seek to know him and make him known today?

Maybe you have obeyed him by sponsoring a child or joining a Service Learning Trip. Maybe you have obeyed by praying with the Wednesday morning prayer walk or sharing the story of La Limonada with a friend. Maybe you have mobilized your church or written a check. Or maybe there is something else God has laid on your heart to do? Would you pray about it?

God has used Tita and all of her team to plant seeds of hope, faith, and life. Not because they are extraordinary or so different from you and me, but because he uses ordinary people fully surrendered to him. And he wants to use you and me to accomplish his good purposes too – to do justice, love mercy, walk humbly with him. We can start by agreeing with Tita, "Obedience is always better. I am more afraid of disobedience than going where God has led me – even a dangerous place."

The example of obedience I have observed in Tita and her team has radically impacted my life. They have demonstrated Isaiah 6:8: "Then I heard the voice of the Lord saying, "Whom shall I send? And who will go for us?" And I said, "Here am I. Send me!"

Lord, I'm following close. Take me where you want to use me.





## SERVICE LEARNING TRIPS

We facilitated 132 service learning trip members on 20 teams to travel to La Limonada and have incredible impact on the community through lessons with the children, soccer and art camps, prayer walks, medical clinics, nutrition workshops, haircuts, massages, painting and construction projects, peacemaking, and home visits. In addition to the deep personal impact, group members participated in hands-on ministry with the children, schools, families, and staff.



## 2017 Impact

396

Children enrolled in  
four academies

63

Scholars continuing  
their education

12

Students graduated  
from high school

42

Team Members  
serving in Guatemala

132

people on **20**  
**teams** took Service  
Learning Trips

5

Full-time  
Lemonade Staff

70,651

Healthy meals fought  
malnutrition and hunger



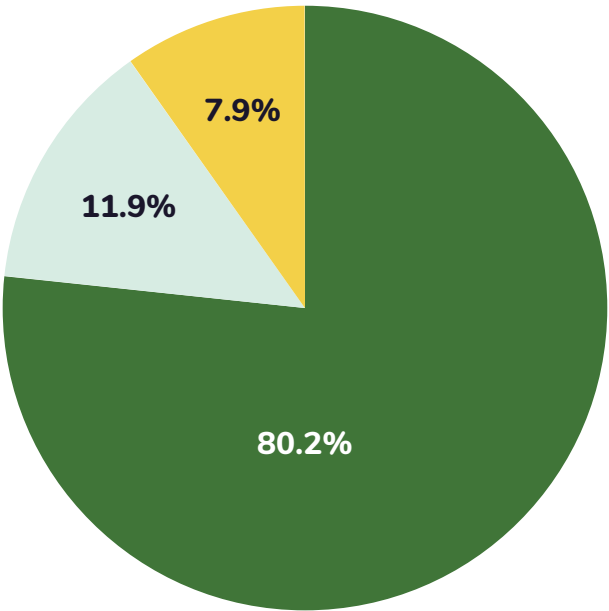
# 2017 Financials

## Revenue Progression

2008	\$92,430	2013	\$640,692
2009	\$336,491	2014	\$670,507
2010	\$391,372	2015	\$682,133
2011	\$475,083	2016	\$746,826
2012	\$481,321	2017	\$764,558

## 2017 Revenue Distribution

Development	\$67,736.00
Management	\$102,258.00
Invested In Guatemala	\$687,244.00
<b>Total</b>	<b>\$857,238.00</b>



## Give Christmas

Through our annual year-end giving campaign, you gave: **\$72,907**

This provides school shoes and supplies for the new school year, healthy meals and vitamins for children attending the academies, scholarships to students continuing their education past sixth grade, and fair wages for teachers in the three academies.



### Staff

Charles Knox  
Cherie Cummings  
Beth Skinner  
Todd Hiestand  
Lizza Majus  
Silvia Lopez  
Marisol Garcia  
Cory Magnuson

### Board of Directors

Chris Marshall  
Ralph Schoenrock  
Drew Moser  
Kristin Lawrence  
Dan Fuhrman

“Love and faithfulness meet together; righteousness and peace kissed each other.”

*Psalm 85:10*





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Lemonade International is a 501(c)(3) organization  
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