



# LEMONADE INTERNATIONAL 2022 IMPACT REPORT



# EXECUTIVE DIRECTOR, CHARLES KNOX

## Dear Friends and Partners,

The phrase “step of faith” best characterized Lemonade International’s work in 2022. This year, we saw steps of faith in reopening academies after more than two years of school-at-home, faith to expand our support to new partners in Guatemala City, and faith in God’s provision for the communities and families we serve.

The first step we took toward our vision of standing in solidarity with local leaders in Guatemala City was a long-awaited decision to open all five academies in La Limonada to 100% capacity. National statistics indicated that more than half of Guatemalan students had not reregistered for school in 2022. Academies faced significant cultural changes as a result. However, the work Vidas Plenas had done throughout the pandemic laid a strong foundation for the value of education. As a result, families enthusiastically showed up to ensure their children’s involvement. Our donors also responded through the Rebuild campaign by providing funding to move programming from meals and phone calls so we could make a return to long-awaited in-person classes and loving hugs.

As we supported work in La Limonada, our team also became aware of other emerging leaders serving families in similar, vulnerable neighborhoods in Guatemala City. Our board of directors saw an opportunity to build on fifteen years of experience and expand our mission – further overcoming cycles of poverty, violence, and injustice in new, urban neighborhoods. We envisioned sharing the successful model of education, gang prevention, and community relief learned in La Limonada with a new generation of leaders.

Our involvement in collaborative leadership events such as Sinergia in Guatemala City and visits to new neighborhoods confirmed the possibility. We then began expanding our vision to serve more marginalized families. Similar to how the early church moved out in concentric circles from Jerusalem to Judea and Samaria in Acts 1, God showed us additional needs and provided us with more leaders. Once again, we stepped out in faith.

Working with a deeper bench of partners required us to think carefully about our strategic processes and communication. It also demanded a high level of financial transparency and integrity from ourselves and our partners. To this end, we established standards for Lemonade International and all our partners. This included frequent communication, financial transparency and integrity in reporting, and further opportunities for Service-Learning Trips. It also meant establishing healthy, empowered, local leadership with Kingdom-minded collaboration for the well-being of Guatemala City. We were heartbroken when our former partner did not join us in this next chapter, but we continue to honor their work and respect their spiritual legacy.

In truth, the work of empowering is a combination of resources and responsibility. As we identified new Guatemalan partnerships, we were delighted to meet indigenous leaders who received very little US support. Still, these individuals served their communities with efficiency, integrity, and grit.

When 2022 came to a close, the trust and generosity of our faithful donors and sponsors allowed us the privilege of adding our newest partner, Centros de Alcance, with four community centers in Santa Catarina Pinula, a southern suburb of Guatemala City. It is an organization that fits our highly-selective profile and maintains financial integrity. With your support, Alcance distributed “estrenos” (new shoes and clothes) to nearly 1,000 families for Christmas. What a gift!

Lemonade International steps into the future with confidence, integrity, and faith. We are grateful to continue our mission of empowering local leaders and serving families in the poorest neighborhoods of Guatemala City.

Serving Him together,



Charles “Chal” Knox  
Lemonade International  
Executive Director



# MISSION AND VALUES

## OUR MISSION

We exist to stand in solidarity with Guatemalan leaders as they break the cycles of poverty, violence, and injustice through education, gang prevention, and community relief for families in the poorest neighborhoods of Guatemala City.

## OUR VISION

To see those most in need in Guatemala City experience transformation and live full lives in Jesus.



# WHAT WE DO



## EDUCATION

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 five Academies and the opportunity of the Scholars program ushered children and youth through another year of discipleship, character development, and trauma healing.



## COMMUNITY RELIEF

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.



# OUR PROGRESS

## GROWING IMPACT

The impact of Lemonade International is expanding! This map shows how our work growing to support communities across Guatemala City.

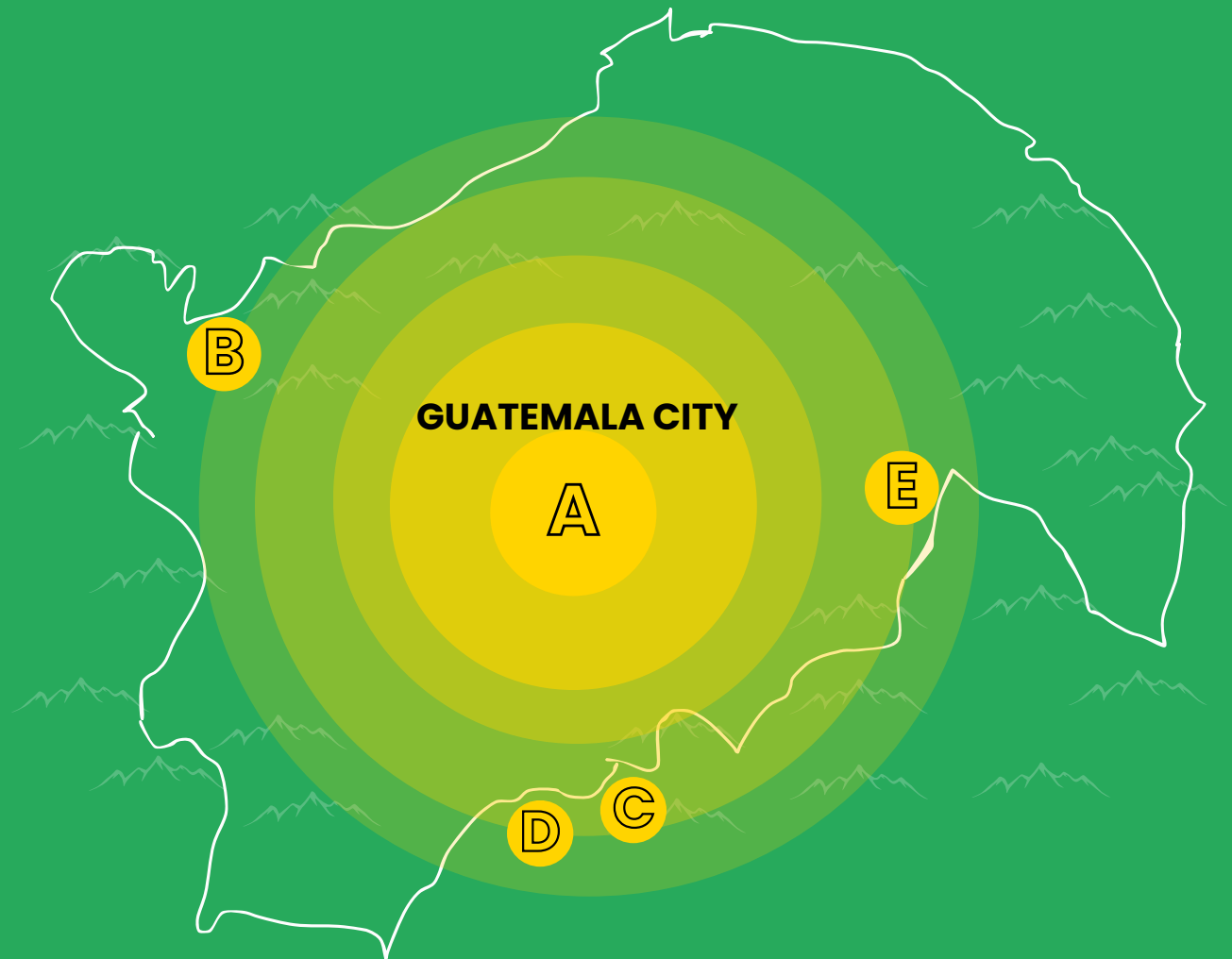
A: Lourdes Uno, Lourdes Dos, San Jose el Esfuerzo, 15 de Agosto, and Lo de Reyes

B: Condado Naranjo

C: Santa Catarina Pinula, El Pueblito

D: El Carmen

E: La Verbena and Canalitos



# IN-COUNTRY IMPACT STATISTICS

**521**

Children enrolled and returned to in-person programming through Vidas Plenas

**41**

Scholars continuing their education

**986**

Students received *estrenos* (shoes, pants, and shirts) for Christmas through Centros de Alcance

**45**

Team Members serving in Guatemala

**26,780**

Meals provided through Community Relief by Vidas Plenas

## YOUR GIVING

Lemonade received a total of **\$239,000 from sponsors in 2022**, and \$372,000 was sent in direct support to Guatemala partners for sponsored children, scholars, staff, and programming. (100% of Sponsorship income and more went to support sponsored children.)

**Give Christmas:** Alcance's in-country support covered **85%** toward the estrenos event, and Lemonade donors provided the remaining 15%.

**#Rebuild and Give Christmas:** Through the academy reopening and year-end giving campaigns, you gave over \$50,000. This provided shoes, school supplies, vitamins, high school tuition, and ongoing support for staff salaries to empower the growing ministries that we support in the most vulnerable neighborhoods of Guatemala City.



# REBUILD CAMPAIGN

## ABOUT YAMI

Yami, a young girl from La Limonada in Guatemala City, experienced numerous academic challenges. The public school system left her feeling below average in comparison to those around her. She sensed she was worth little, and she developed feelings of deep inadequacy.

Extreme danger marked her life on a daily basis. Yami also wasn't safe in her neighborhood. "In the streets where I live, there are thieves, and sometimes I am very afraid," she said.

Yami was one of the children who received a new start at one of the several academies throughout La Limonada's ten neighborhoods that had been destabilized by rival gangs. In the spring of 2022, pandemic restrictions were lifted, and Lemonade International supported the academies reopening through the Rebuild Campaign.

Because teaching and supporting families and young children is the primary method of gang prevention, the need to rebuild safe havens through the academies was urgent. Thanks to the generosity of Lemonade's donors and supporters, 521 students returned to five academies.



These academies were resourced with the supplies, teachers, and infrastructure needed to reopen. In turn, support staff and teachers faithfully instructed, disciplined, and offered life skills training to hundreds of children in La Limonada.

Thanks to the generosity of donors and supporters, 2022's Rebuild Campaign brought education and spiritual vitality to children like Yami. This also happened because immediate relief work was best entrusted to local leadership. In the book, When Helping Hurts, authors Steve Corbett and Brian Fikkert explain how nonprofit organizations often respond to international needs in phases. Upon moving from relief to development, most nonprofits are not able to respond quickly enough to be "on the ground" when crisis hits.

This was not the case when our five academies reopened after two years of closures in Guatemala City in 2022, though. Our partners shifted gears during the crisis to serve La Limonada with dignity and compassion.

On-the-ground teams stood together and looked toward the future, further embodying the heart of the Rebuild Campaign.

Through the Rebuild Campaign, students like Yami were given a new start. Attendance at the academies not only gives them a newfound belief in their identity but also gives them a very different story to share because of the program's strength and perseverance. Phrases like "I am unable" and "I cannot" have been replaced with an awareness that they are capable. Cycles of pain and inadequacy are finally broken. They become strong and resilient as a result. Perhaps more than anything, Yami and the many students like her now know that God loves them.

Lemonade International was able to lean into its vision to invite the children and families we love into a transformative relationship and into a full life. The relational and spiritual support of our donors allowed these children to better fulfill their calling to glorify God by overcoming challenges and leading their families and community with their God-given abilities. As academies reopened, we rebuilt together, providing encouragement and hope to the poorest neighborhoods of Guatemala City.

## FROM THE BOARD: SHAPING THE NEXT GENERATION, GROWING THE KINGDOM, REACHING THE WORLD

Throughout my adult life, the Lord has taken me on mission trips to Argentina, Haiti, Burundi, Rwanda, and Guatemala. My church was originally introduced to Lemonade International by a congregant from Guatemala City. In 2016, the church asked me to lead the first team to Guatemala City; since then, I have led teams back to Guatemala City on multiple occasions.

I have a passion for people to find their place in the Church. Guatemalans are so genuine and hospitable; there, the Church truly serves the vulnerable. It's a joy to be with the people, be received by them in their homes, and see how they share what little they have with others. After my first visit to Guatemala City, I knew God was at work, calling our church to serve there.

Meeting the Lemonade team and seeing their passion for the Guatemalan people was amazing. Seeing firsthand how people were being reached for Christ in La Limonada reminded me that God is at work in so many places! Sometimes we even get to see it for ourselves. In Guatemala, the kids and families aren't all that different from those in the States. While they may not have much materially, the hopes, prayers, and dreams Guatemalans hold for their families are much the same.

As I see God at work in both countries, I also see the temptation to become proud or comfortable when He blesses us. At our church, although Next Gen students are young in their faith, they are authentic, with a humble attitude to serve a big God. Likewise, we saw God raising up leaders like this in Guatemala, even though we knew a step of faith would be required of Lemonade to support them. Of course, this requires a step of faith from our partners too.



The expansion of Lemonade International's mission to serve multiple ministry partners puts us in a position to grow, work with more churches, and multiply the impact of donor and sponsor support. It means rethinking our methods, examining our systems, and finding ways to respond faster and more effectively to needs on the ground. It also means visiting with new ministry leaders, vetting new partners, and working with trusted Guatemalan churches and organizations. As this happens, we talk more about integrity and stewardship, and we engage in honest conversations and submit our personal desires in surrender to God's will. We display financial transparency and clear reporting so donations are used as they were intended. With a growing number of Guatemalan families dropping out of the educational system, our support of education and community relief efforts has developed quickly.

But change is hard. Our former partner decided not to join us in this next season of ministry and closed the door to communication. This was heartbreaking for many of us. The dissolution of the relationship caused many sponsors and donors to feel confusion, sadness, anger, and cognitive dissonance in return. Our board and staff felt this alongside them.

However, our step of faith proved the right direction when God opened the door to work with other ministries. Our partnership with Centros de Alcance began with a Christmas party for students and staff. We are excited to see a growing number of children and youth educated and mentored in four community centers in Santa Catarina Pinula. The next generation will have an even greater Kingdom impact in Guatemala City because of your faithfulness!

God is opening doors in Guatemala City for Kingdom work. Emerging leaders are sharing and shaping the next generation, and He is bringing unity among ministries and US support organizations. My prayer is that Lemonade will continue to be a vehicle to empower people on the ground in Guatemala City.

I pray that Lemonade would keep reaching people for Christ, through partnerships, teams, and the love of Christ! I pray that God would continue to open doors to reach as many people as He sees fit for us to reach. And I pray that Lemonade International will always be obedient wherever God calls us to go!

*Jenny Schmitt has worked in Next Gen ministries for three decades and currently serves as the Next Gen Development Director for Forest Hill Church in Charlotte, NC. She joined the Lemonade International Board as Board Secretary in 2022.*

# COMMUNITY STORIES & TESTIMONIES

## **Bill Voth, Stanwich Congregational Church Elder**

Lemonade International means to me the opportunity to live out two of Jesus's most powerful teachings, the commission to go and make disciples of all nations and the parable reminding us that heaven rejoices when one lost sheep is found.



## **Charlie Heinzelman, Board Chair**

As we followed God in faith during a significant transition, keeping our mission meant stepping out with courage for the wellbeing of the kids we serve. That is who we are.

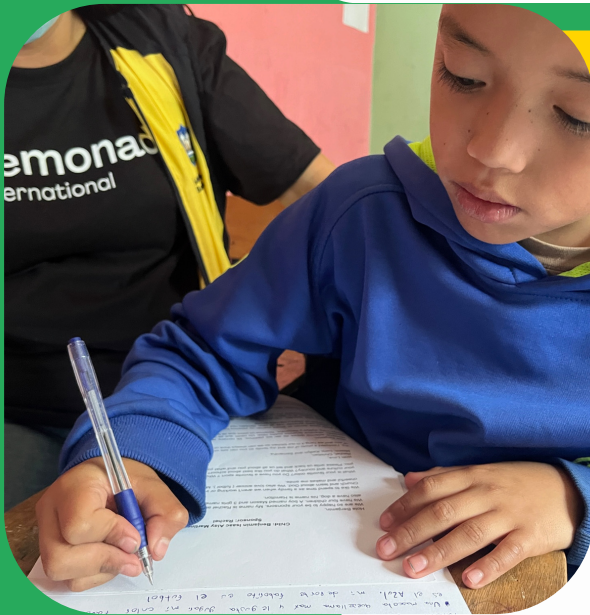
**Ivan Monzon, Director - Center for Transforming Mission**

Central America is still among the regions being more affected by violence and exclusion. There, Lemonade International is looking to continue serving in some of the most challenging neighborhoods from an incarnational perspective.



**Laurette Durick, Board Member and Child Sponsor**

One reason we like to support Lemonade is it is a trusted Christian charity that provides us an opportunity to share with children in the name of Jesus. God sees and rewards it all.



**Pastor Greg Vaccaro, Shiloh Community Church**

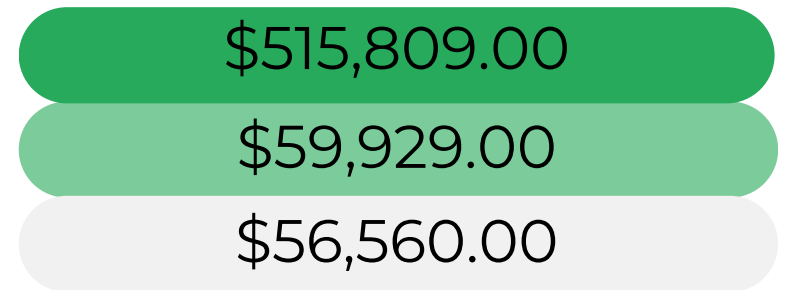
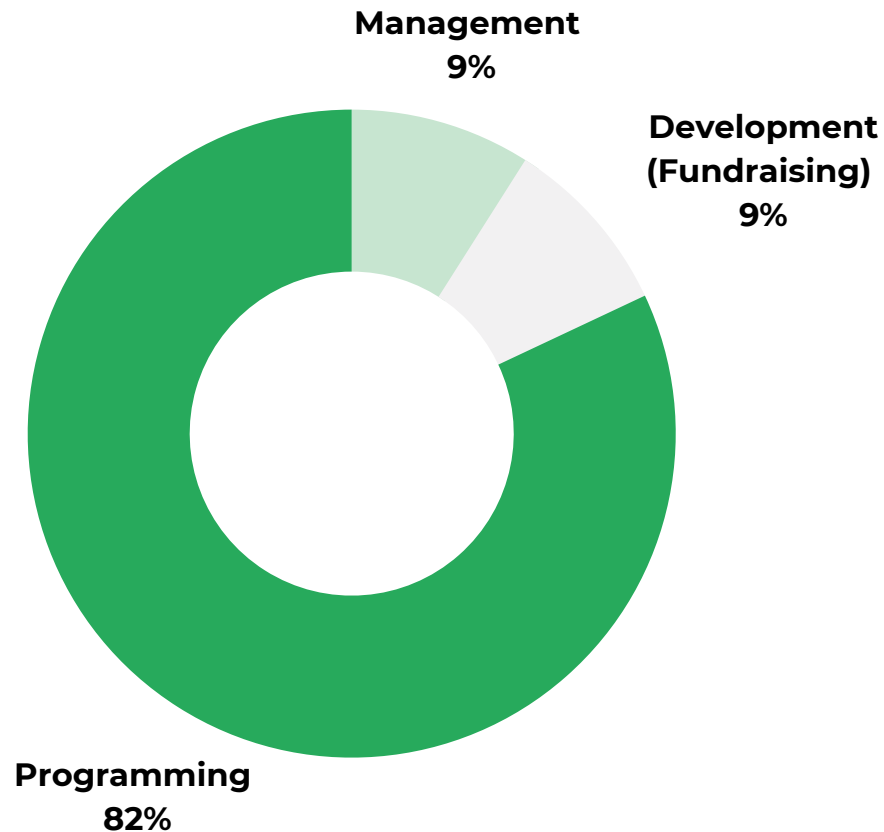
Our church has a long history with Lemonade - we appreciate their integrity and care for the "least of these," and we trust where God is taking them. We have personally visited their new partners in Guatemala City, and we are already planning trips for teams!

**Paul Nelson, Teacher Sponsor**

Lemonade International has labored so beautifully in putting names to the faces and lives of people who otherwise tend to remain "those poor people south of our border."

# 2022 FINANCIAL REPORT

## 2022 REVENUE DISTRIBUTION



**TOTAL: \$632,298.00**

We are committed to financial stewardship of every dollar we receive for maximum investment in the vulnerable children and families of Guatemala City. \$8,865,496.59 has been generously contributed by donors since 2008.



## STAFF

Charles Knox  
Isaac Archer  
Jacqueline Brewer  
Juan Castro  
Cesar Eguizabal  
Christa Heinzelman  
Lizza Majus  
Erika Olsen  
Jacob Tippet

## BOARD

Charlie Heinzelman  
Todd Atwood  
Laurette Durick  
Dan Fuhrman  
Charles Knox  
Kristin Lawrence  
Jenny Schmitt  
Bill Voth

***"But you will receive power  
when the Holy Spirit comes  
on you; and you will be my  
witnesses in Jerusalem, and  
in all Judea and Samaria,  
and to the ends of the earth."***

**ACT 1:8**



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Lemonade International is a 501(c)(3) organization  
All donations are tax-deductible