

Annual Report

2024



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Guatemala trips



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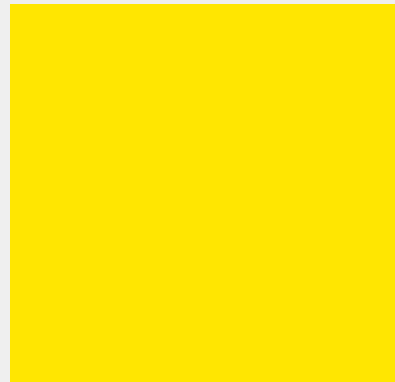
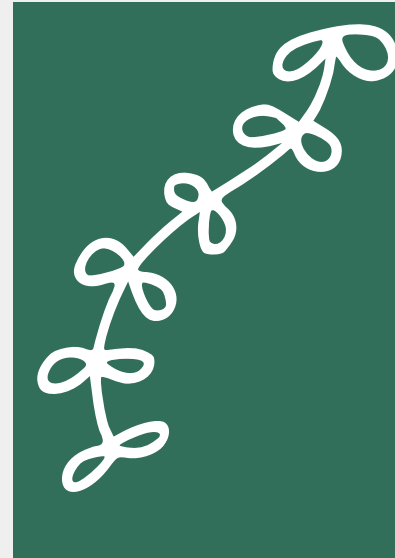
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Dear Planting Seeds International family,

Thank you for being part of our community. Over the past 24 years, we have worked to provide high-quality educational programs for children and families in Guatemala. Last year, we proudly celebrated the first anniversary of our Community Center in Zone 7 of Guatemala City and expanded to thirteen early childhood centers implementing the Planting Seeds methodology!

2024 marked the first year of our updated strategic plan, focusing on preschool expansion, holistic family programming, and continuous adaptation to community needs. It also reflects our commitment to sustainable growth and professionalization. In 2017, we had 8 staff members; now in 2025, we have 32 team members working across 7 municipalities and 11 communities. In each community, we invest in talented local leaders to guide programs for over 750 direct beneficiaries.

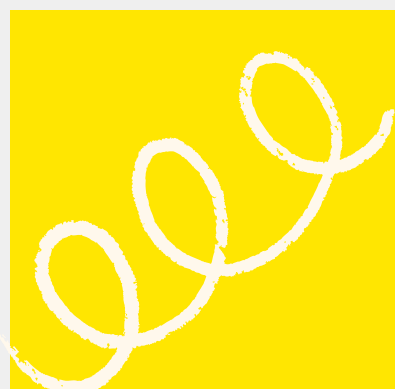
Our mission is to work collectively with communities lacking access to quality education and basic rights. The families we serve are warm, resilient, and work tirelessly for their communities.

As we celebrate our achievements, we also stand in solidarity with families facing persecution, separation, and discrimination in the U.S., Guatemala, and Canada. The current political landscape impacts many, but we remain inspired by those fighting for human rights, justice, and equality. We invite you to stand with us.

In this annual report, we share stories, milestones, and our vision for the future. Thank you for being an essential part of our success.

In solidarity,

Mac Philips, Madeli Quiñonez, Shannon Moyle



Improving Access to Early Education

In Guatemala, over 20% of children don't pass first grade, often due to limited access to preschool and poor-quality early education. After 24 years of experience, Planting Seeds International is addressing these challenges through its new strategic plan. In 2024 we operated and partnered with 10 preschools. And in 2025 that number has grown to 13 expanding access to quality education across the country. Here's a look inside some of these schools!

Vega de Godinez



For over 20 years, Planting Seeds has worked in rural communities of San Martín, where only 35 out of 87 caseríos have preschools leaving many children to start school at age 7, missing critical early development. But there's exciting news: in 2025, we launched a new partnership with the village of Vega de Godínez. Together with the local public school, we opened a preschool for 20 children ages 4 to 6. The government provides the classroom and daily snack, while Planting Seeds contributes a trained teacher, Yoselin, along with ongoing training and support to ensure high-quality early education.



Community Center Preschool

In Zone 3, Planting Seeds is responding to community needs by opening a new preschool for children aged 3 to 5, led by local facilitators Juana and Katy. This complements our partnership with Iniciativa Guatemala, which supports children from birth to age 3. Now, families can access continuous, high-quality education from birth onward, while also participating in our family nurturing programs.

Nachok



Nachok is an organization working in the remote areas of Alta Verapaz, located 7-8 hours from Antigua. They are excited to adopt our methodology, implementing a school this year in Cobán. We will work together to strengthen their school over the next 3 years, which will serve as a model to expand to other Q'eqchi villages across the area. Alta Verapaz is one of the departments most affected by the Guatemalan civil war and extremely limited access to education.



Little Angels of Mary

Little Angels of Mary works to prevent chronic malnutrition and provide early learning in Santa Apolonia, Chimaltenango. They operate two preschools in the Kaqchikel villages of Chuachun and Chiquex, areas historically marginalized and excluded from basic human rights like education and nutrition. The schools partner with the public system, with local teachers hired and supervised by the organization. They are deeply committed to maintaining high-quality education and effective methodologies.

Expanded Opportunities



Thanks to these new partnerships, we will provide preschool education to 96 additional students. Combined with our existing preschools, we are now working with 13 schools, 25 classrooms, and nearly 400 students. In the upcoming years, we look to continue expanding our methodology to more villages of San Martin, Alta Verapaz and San Pedro Yepocapa.

Beyond Barriers:

Building an Inclusive Community

The doors are open! Every day, the Community Center brings to life the principle of creating a space for everyone. Here's how we're allowed to say that:

Hector is a young man who lives in the La Paz neighborhood. He is passionate about art and loves to draw everything that comes to his imagination. Due to his cerebral palsy, Hector must use a wheelchair to move from one place to another.

A ramp connecting the ground floor with the upper floor was a decision contemplated from the original blueprints of the Center so that Hector or any other wheelchair user could come in and out. However, these conditions are not the only factors to consider.

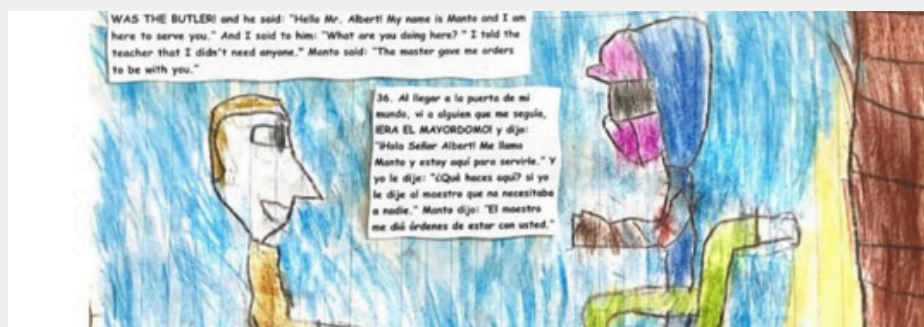
The welcoming attitude, the constant training of facilitators, and the conversations with the participants at the Center foster a culture of inclusion, integration, respect, and caring. Thanks to this, the Community Center not only offers conditions in terms of infrastructure but also in terms of the ambience of openness.

Hector's creativity reaches extraordinary levels, to the point where he created his first fully illustrated comic book., fully illustrated and written by him. "This is a huge accomplishment for me" he expressed once his book was finished. His inspiration knows no bounds, and he is currently creating a second version. Hector has been an artist since he was 2 years old. Back then, he used to use his feet to paint. He also loves to swim and to spend quality time with his dad.



Hector (right)
and his father,
Gaspar (left).

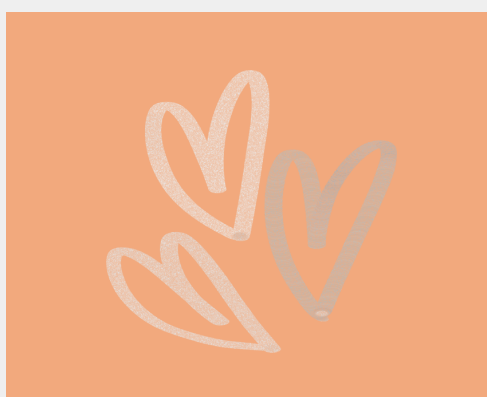
Hector's comic book!



The Community Center is a place for families to thrive. Cristi and Marielos, grandmother and granddaughter, are strongly committed students in the tutoring program. Cristi is an elderly woman whose visual impairment worsens over time. She had limited opportunities to study when she was young, and even as an adult, she maintains the dream of expanding her horizons while continuing to learn. Her motivation for the tutoring classes at the Center is impeccable, and considering her limitations in seeing clearly, the facilitators use creative ways to keep her engaged with the content.

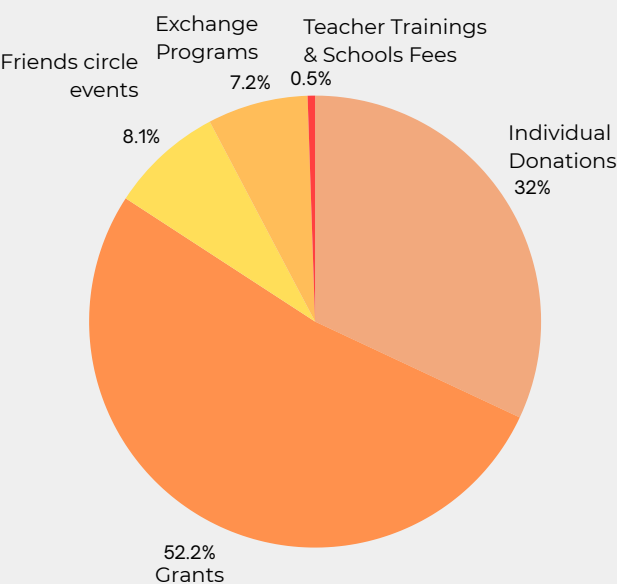
In addition to this, she is also an outstanding student in gym exercise classes, storytelling at the library, and the women's group! She is determined to set an example for her granddaughter Marielos, who was diagnosed with an intellectual disability at the age of 4. Every day, Marielos tries her best to learn at the Center and from the people around her through the tutoring and storytelling programs. Unlike other places that have closed their doors to her, she found a place where she feels comfortable and accepted.

The Community Center is a place that opens its arms with awareness of people's contexts, talents, and ways of seeing life so that they can contribute their story to the community. It is a space to create, laugh, learn, and weave heart-to-heart relationships without being limited by appearances and prejudices. Together, we strive for the surrounding communities to recognize the value of all people as they are and thus walk towards brighter futures.



Financial and Program Numbers

Revenue



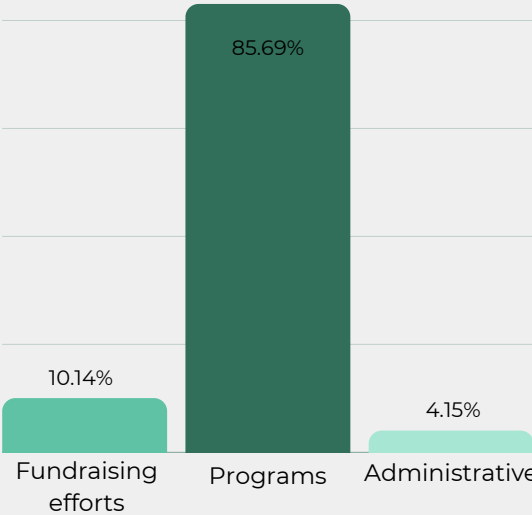
\$511,629.00

Schools	Students	Teachers
San Lucas	50	3
Sacala	26	2
Tioxya	18	2
Pastores	40	3
Esperanza Renovada	40	4
Rekko	46	4
Berea	52	5
Iniciativa Guatemala	28	1
Vida	36	2
Estrella	18	1
Total	364	27

Note:

*These numbers do not reflect the total number of active participants at the Community Center, as many attend multiple programs. Additionally, others visit only to use the sports courts or the recreation area for children and youth.

Expenses



\$483,935.87

CC Programs	Participants
Fathers Group	8
Motivated Women	10
Women's Club	10
English	83
Go Girls	12
Go Teens (girls)	8
Go Boys	16
Go Teens (boys)	12
Breakdance	11
After school	28
Early Childhood Stimulation	28
Library and Storytime	35
Exercise	25
Sports	75
Boxing	15
Educational Reinforcement	28
Volunteers	20
Futbol KY	187

Total 611

Visit Guatemala:

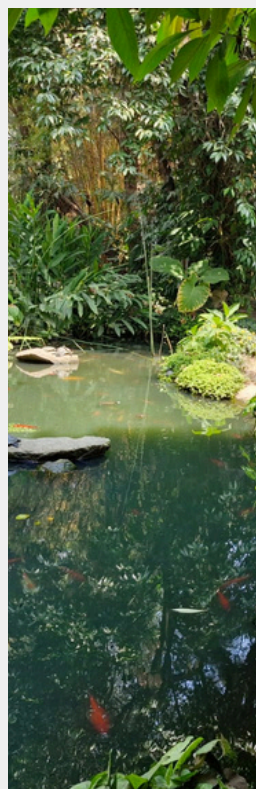
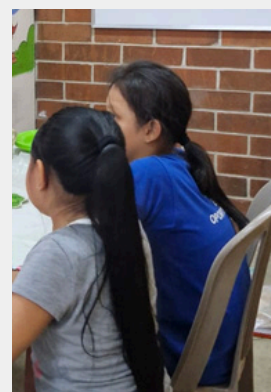
Learn, Connect, Inspire

Every year, Planting Seeds International opens its doors to high school and university students, donors, and friends, offering immersive programs to experience Guatemala—its beauty, its challenges, and the positive change we help create.

Through our Dual Exchange Program, students of different ages and backgrounds engage in a meaningful cultural experience, sharing ideas and solutions that create lasting impact in both directions. In a fusion of tourism, learning through action, and getting involved with community members, this is an experience that will truly change perspectives.

Our Educational Trip Program, open to all ages, offers a deeper understanding of Guatemala's communities, their achievements, and the challenges they face. Participants actively engage with our programs, visit our centers, and explore the country through responsible and impactful tourism.

We invite you to be part of this unforgettable journey, discover new perspectives, connect with inspiring communities, and experience Guatemala alongside Planting Seeds International! Your visit not only supports the expansion of our programs but also sparks a ripple effect of positive change. By sharing your experience with friends and family back home, you help raise awareness about Guatemala and our mission, inspiring others to get involved and make a difference. Join us and become part of this movement for lasting impact!



"Planting Seeds International masterfully balances education, service, and exploration with its Educational Trips. I left Guatemala a more informed global citizen. You will be grateful for this experience."

Audrey Sharp, Educational Trip 2022

Cool Things That Happened!

In July, we celebrated the one year anniversary of the community center. We hosted activities, focus groups and tournaments to celebrate together and learn about how to adapt our work moving forward.



Our team of academic coordinators has grown from two to four. This has allowed us to provide more personalized attention to each teacher implementing the methodology and increase the amount of coaching sessions each teacher receives.

In 2024 we welcomed three dual-exchange teams: Leland School, Lift Teen Center and Nobles School. These trips focus on mutual learning between program participants and visitors learning from one another, developing cross-cultural experiences and building skills to better ally with our own communities.



Two famous Guatemalan rappers led a hip hop workshop for young females. We also hosted a Documentary of the Colombian film, Un Varón, with a Q&A with the director of the film. These events were open to the entire community to build discussions around societal issues.

Planting Seeds had 27 teachers implementing the methodology and receiving bi-monthly training. In addition to that, we provided workshops to 110 additional teachers who do not implement the methodology.



A Heartfelt Thank You!

We extend our deepest gratitude to all the donors, community members, staff, board members, volunteers, and dual exchange teams who came together to make this possible. Your unwavering commitment to education and community development and your trust in our team inspire us every day.

As we continue working to create meaningful opportunities and lasting change, we remain dedicated to maintaining the highest quality in our programs while reaching even more communities across Guatemala.

Special thanks to our strong and committed Friends Circles in Chicago, Traverse City, Ottawa, Ottawa Valley and Guatemala City who held wonderful events during the past year. Also, thank you to the amazing foundations that believe in growing brighter futures: Les Soeurs De La Visitation D' Ottawa, The Basilian Human Development Fund, Diocese of Hamilton, The Congregation of the Sisters of St. Joseph, The Ward Foundation, FOCUS Central America, For a Better World Foundation, Luis von Ahn Foundation, Heron Oaks Foundation, Trone Family Foundation, Joann Hartmann Family Foundation, UEFA Foundation for Children, One Day's Wages and Suttons Bay Congregational Church.

Thank you for believing in the power of education to transform lives!

Let's Continue Growing together!

Here are some ideas of how to grow your impact with programs!

Become a Champion

Help us create a thriving environment for children, youth, and adults alike. Also, you will be part of an exclusive community that receives unique content and updates about our programs. Click [HERE](#) to become a Champion!

Join a Friend Circle

Volunteer from home! You can join our existing circles or start a new one in your own community. The mission is to help us organize fundraisers and awareness events. Get in touch with us to get more details!

Exchange Programs

Connect us to your local preschools, elementary schools, high-schools and colleges for our ZoomPals and Dual Exchange Programs!

Donate Today!

Click [HERE](#) to donate online!
Mail a check to Planting Seeds International, 2860 Weller Lane, Northbrook, IL USA 60062



Thank You

For believing in growing brighter futures for all!



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