

# CELEBRATING 50 YEARS OF POSITIVE COMMUNITY IMPACT

2010 ANNUAL REPORT



## TABLE OF CONTENTS

Message from the CEO	02
What's New & Different	02
Celebrating PCI's Impact	03
Lives Changed	04
PCI Map	06
Financials	09
Donor List	09



# POSITIVE COMMUNITY IMPACT

BOLIVIA • PHOTO BY JEFFREY LAMONT BROWN



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PCI Headquarters:  
5151 Murphy Canyon Road, Suite 320  
San Diego, CA 92123

ph: (858) 279-9690  
f: (858) 694-0294  
toll free: (877) PCI-HOPE

Washington, DC Office:  
National Press Building  
529 14th Street, NW, Suite 955  
Washington, DC 20046  
ph: (202) 223-0088

Seattle Office:  
ph: (206) 708-1942  
pciseattle@pciglobal.org

To support PCI, please visit our  
website at [www.PCIglobal.org](http://www.PCIglobal.org).

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INDIA • PHOTO BY: PCI STAFF  
HAITI • PHOTO BY: JEFFREY LAMONT BROWN  
BOLIVIA • PHOTO BY: JEFFREY LAMONT BROWN  
DESIGNED BY: ROSEMARY RAE, PCI STAFF

## OUR MISSION

PCI's mission is to prevent disease, improve community health, and promote sustainable development worldwide.

## OUR VISION

Motivated by our concern for the world's most vulnerable children, families, and communities, PCI envisions a world where abundant resources are shared, communities are able to provide for the health and well-being of their members, and children can achieve lives of hope, good health, and self-sufficiency.

FOR 50 YEARS THOUSANDS OF DEDICATED INDIVIDUALS AND GROUPS HAVE WORKED TO MAKE OUR VISION A REALITY.

### 1960s

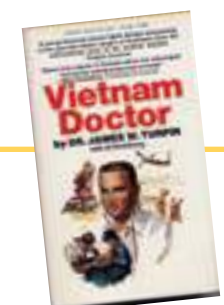


In 1961, a young doctor from San Diego volunteering at a Tijuana clinic saved the lives of two small children who were dying of pneumonia. This experience led Dr. James Turpin to found PCI and forever change the lives of millions of children and families around the world by providing health and hope to those most in need.

Since then, the focus of the organization has remained true to its founder: PCI works in vulnerable communities to improve health and create long-term change by helping people help themselves.



Published in 1966, Vietnam Doctor chronicles Dr. James Turpin's experiences as a young American doctor in Southeast Asia on a medical mission.



MORE PHOTOS >





MESSAGE FROM OUR PRESIDENT & CEO

In 1961, one man had a vision to bring people in the world closer together and ensure the rights of all to achieve good health and economic opportunity. Dr. James W. Turpin founded PCI based on his belief in our shared humanity and his confidence that if given a chance, people could lift themselves out of poverty and create a healthy future for their families.

This is as true today as it was then. We know from fifty years of experience that poverty and poor health are inextricably linked, and that real change in the health and self-sufficiency of people living in deep poverty is possible only when solutions are created and owned by the people we serve. PCI believes strongly in their dignity and their human potential, listens to and works in close partnership with them, respecting and building on their own assets, ambitions, capabilities, successes, and leadership. We provide the tools they need to initiate and sustain community-led change.

“Thank you for everything you are doing to deliver on our promise of Positive Community Impact.”

PCI's 50th Anniversary in 2011 is a special moment for us, a time for celebration and renewal. Today PCI has programs in 16 countries, with our impact regionally expanding in Africa, Latin America, and Asia. You'll find inspiring stories here about lives changed through our work with volunteer health outreach workers in Tijuana, Mexico; with Networks on Violence Against Women in South Africa; with self-help savings and lending groups in Ethiopia; and in health camps that support polio immunizations in Uttar Pradesh, India. And we're building an even stronger foundation for the next 50 years with our new branding campaign, reaffirming what distinguishes our work around the world: Positive Community Impact.

We could not do this without your support. Thank you for all you do for PCI — and for the impact you've had on the lives of so many.

George Guimaraes

# WHAT'S NEW & DIFFERENT

## PCI continues to evolve and grow as an organization, reconnecting with its roots while reaching for new heights:

- **Expand.** Finding the right balance between expanding our footprint in Africa, Asia, and the Americas, while deepening and strengthening our presence in existing countries, is an ongoing challenge. PCI has achieved its objectives to expand into Haiti, expand into a country contiguous to India (Bangladesh), and continue our remarkable expansion in Africa (Liberia).
- **Innovate.** One of our most dynamic and creative areas of work comes out of South Africa, where we are blending community mobilization with mass media communications to combat violence against women and diffuse action as the “new norm.” In an audit report dated January 4, 2011, the US Inspector General noted that the “PCI social mobilization program is a bold, well-conceived initiative combining an evidence-based communications strategy with committed community involvement.”
- **Act local as well as global.** Perhaps a lesser known aspect of PCI's work is what we do in San Diego, where we are based. In one of our local programs, we are utilizing patient navigators and creative platforms, such as the waiting area of the Mexican consulate, to overcome barriers to health care access for those most in need.
- **Lead.** PCI continues to provide global leadership in the areas of integrated programming, social mobilization, and disaster risk reduction, all with a common grounding in the essence of PCI — community-driven programming that unlocks the power within the most vulnerable members of society for real and lasting change.

CHECK OUT OUR NEW WEBSITE: [WWW.PCIGLOBAL.ORG](http://WWW.PCIGLOBAL.ORG)



GUATEMALA PHOTO BY JUAN ALBERTO PEREZ

PCI staff in Guatemala proudly show off the new PCI logo constructed with beans and maize on a warehouse pallet.



### PCI HAS A NEW LOOK!

We have launched a branding campaign featuring our new logo and tagline, *Celebrating 50 Years of Positive Community Impact*, as well as a completely redesigned website: [www.PCIglobal.org](http://www.PCIglobal.org).

### Why the Change, You Ask?

This year, PCI officially turns 50 years old. This milestone presents an opportunity for us to both reflect and look forward, to reconfirm and renew what most distinguishes our work, and to reinvigorate our brand identity.

Today, PCI's programs span 16 countries around the world, yet the core philosophy on which we were founded remains the same. Our work is about change from the ground up. We engage communities and partners to initiate and sustain that change.

Our new look represents both our community-driven philosophy as well as our global impact. While our legal name remains Project Concern International, PCI is about connectedness, self-sufficiency, community empowerment, and lasting change... Positive Community Impact. We want to share our work with more people, and this new look will help us better communicate who we are and how we change lives.



## CELEBRATING PCI'S IMPACT

As we think about how best to measure our impact at the community level, we find ourselves thinking of Albert Einstein who said, “Not everything that can be counted counts, and not everything that counts can be counted.” Traditional monitoring and evaluation (M&E) is simply not enough when counting what really counts. Over the past year, PCI has worked to transform itself into an organization that doesn't just count what the donors require us to count, but that focuses on the strategic use of information and the development of innovative ways of measuring... what really counts

**Sustainability of results.** Starting with a sustainability study in Bolivia six years after a major project ended, PCI has been refining the way we measure results long after a program's implementation phase has concluded. A similar approach has been used to assess whether key elements of sustainability are in place even before a project starts and to monitor the likelihood of sustainability throughout the project's life.

**Integrated programming.** As this is a hallmark of our work, we decided that we need a way to measure the number of different services provided to the same program participant, and not just count beneficiaries, regardless of whether they received one service or an entire array of holistic support. By assigning tiers based on the number of services received, PCI can now track the level of intensity of services provided and not just the number of people reached.

**Working with and through local partners.** Strengthening the capacity of our partners at the community level, be they organizations or networks, is an essential strategy for ensuring the sustainability and scale of our programs. PCI has pilot tested a tool for retrospectively collecting information — such as number of beneficiaries, cost per beneficiary, and change in knowledge and practices of beneficiaries — from our key partner organizations.

**Changing lives.** This is ultimately what we are all about, and yet we haven't had a way of measuring overall change at household or community levels... until now. PCI has developed a set of “lives changing indices” designed to measure the collective impact of our programming in key categories: income, education, health, and social capital.

Measuring what counts is not easy, and much work lies ahead, but we are excited by our progress this past year and feel energized by the possibilities that measuring “outside of the box” will bring us.

### 1960s



**TIJUANA-1961**  
PCI establishes a formal program to improve health care for the poor in Tijuana, Mexico.



**HONG KONG-1962**  
Dr. Turpin works in Hong Kong's infamous Wall of China by establishing a floating clinic in the harbor to provide medical services.



**VIETNAM-1964**  
In South Vietnam, a hospital to treat local communities opens. The hospital expands and continues providing care throughout the Vietnam War.



**TENNESSEE-1968**  
PCI's first US program provides care through a hospital and mobile clinic for a Tennessee county without a doctor, dentist, or hospital.



**WALK FOR MANKIND-1969**  
PCI's first Walk for Mankind is held in Santa Rosa, California.

### 1970s



**NAVAJO NATION-1971**  
PCI starts a dental clinic for Native Americans in the eastern edge of the Navajo Reservation in New Mexico.



**INDONESIA-1973**  
PCI establishes a health outreach program in Bali and launches its first program in Africa.



**GUATEMALA-1975**  
PCI initiates a program in Guatemala.



**BOLIVIA-1977**  
Rural health training efforts begin in Bolivia.



**1979**  
PCI receives its first \$1 million award from USAID.





ETHIOPIA SINCE 2005

**GROW Model**

PCI's innovative, savings-led self-help group model called GROW (Grass Roots building Our Wealth) is a women's empowerment model which increases livelihood opportunities for vulnerable households. Through the self-help groups, women gain literacy skills and business training, and they learn how to start sustainable businesses of their own. In addition to strengthening vulnerable households financially, the groups encourage participants to play a key role in grassroots development, networking, and advocacy on a number of themes, including HIV prevention and health service uptake.

In communities throughout Addis Ababa, the capital city of Ethiopia, women — many of whom have little or no formal education — are working to break the grip of poverty on their lives and their families. The self-help groups allow the women to share care-giving strategies and provide psychosocial support to each other. "I like the group," said one of the members known as 'Liyunesh', which means "special one" in Amharic. "They are my sisters." The impact goes beyond the personal level as well. "The women are coming out of the kitchen. They are building experience in themselves and managing the money," said Abezash, a supervisor for several of the self-help groups. "They are experiencing leadership, and this is very important for their communities."

Another significant outcome has been the effect on family nutrition. Prior to participating in the GROW program, none of the families ate three meals a day. Now over 75% of the households have three meals daily, a benefit that can have a dramatic impact on overall family health.

Here are a few stories of the people we serve, who represent our true reason for being. Through them, the impact of our work is reflected.

# LIVES CHANGED

INDIA

SINCE 1997

**Polio Eradication**

PCI has contributed to India's successful battle to push back polio in Orissa, Bihar, West Bengal, and Uttar Pradesh in 2010. PCI continues to work in three high-prevalence districts in the northern state of Uttar Pradesh to maximize a wide range of health education, social mobilization, and outreach efforts, including organizing and facilitating health camps that provide vaccines and encourage positive attitudes and hygienic practices aimed at reducing new infections, especially in children under 5 years of age.



INDIA • PHOTO BY: JANINE SCHOOLEY

PCI and its partners recruit Community Mobilization Coordinators from the communities they serve, which helps to build trust and increase acceptance of immunization interventions among traditionally marginalized and vulnerable populations. In Uttar Pradesh, PCI's polio prevention and immunization promotion efforts in the district of Moradabad contributed to the outcome of no new polio cases (both Type 1 and 3) in the district in all of 2010, the first time wild polio transmission has ever been interrupted in Moradabad.

"THIS PROGRAM IS GIVING SOMETHING TO THESE COMMUNITIES THAT CAN'T BE TAKEN AWAY."

— Karen Mercaldo, PCI Supporter



HAITI

SINCE 2010

**Child-Friendly Spaces**

After the devastating January 2010 earthquake in Haiti killed more than 230,000 people and left over a million homeless, PCI continues to help families recover and communities rebuild, working in five of the poorest and worst-affected areas of urban Port-au-Prince, including the neighborhood of Fort National.

"PROMOTORES ARE NOT MADE, THEY ARE BORN. THE ONLY THING THAT THEY NEED IS TO BE GIVEN THE OPPORTUNITY TO BE USEFUL IN THE COMMUNITY."

— Don Felipe Chonpo Martinez

Two months after the earthquake, more than 40,000 residents of Fort National had yet to receive any emergency assistance. Survivors wandered among the rubble and decay without any access to food, water, shelter, or other basic necessities. With the support of community partners, PCI has since worked with residents to remove debris; construct a community health clinic; establish programs that prevent the spread of cholera; and improve health, water, and sanitation.

PCI created a child-friendly space to provide daily activities that promote the recovery and development of the children remaining in the area. As part of this program, PCI began a community restoration project to teach children the principles of environmental protection and engage them in the reconstruction process. To date, more than 150 children in Fort National have planted fruit trees and other plants around the vicinity of the child-friendly space. Through this effort, community members are hopeful that Fort National will rebuild from the impacts of the earthquake even better and healthier than before.

MEXICO

SINCE 1961



MEXICO • PHOTO BY: JEFFREY LAMONT BROWN

1980s

**BELIZE-1982**



In June, PCI launches a program in Belize.

**SOMALIA-1984**



PCI initiates programs in Somalia and The Gambia.

**NEW GUINEA-1988**



A program is established in Papua New Guinea that focuses on the health needs of women and children.

1990s

**ROMANIA-1990**



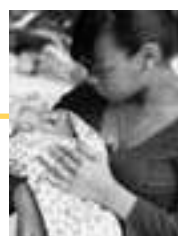
PCI begins programs in Romania to help children confined to institutions and to train health care providers in cutting-edge neonatal care.

**NICARAGUA-1991**



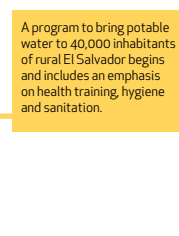
PCI launches a program in Nicaragua that trains local volunteers to provide basic health care for their communities.

**SAN DIEGO-1993**



PCI begins its San Diego Birthing Project to fight high rates of infant mortality and low birth weight babies among African-Americans.

**EL SALVADOR-1994**



A program to bring potable water to 40,000 inhabitants of rural El Salvador begins and includes an emphasis on health training, hygiene and sanitation.

**ZAMBIA-1999**



Africa KidsSAFE (Shelter, Advocacy, Food and Education) is established in Zambia. PCI/Nicaragua is praised for its work in responding to Hurricane Mitch, which ravaged parts of Central America.

2000s

**GUATEMALA-2000**



In the rural highlands of Guatemala, PCI opens Casa Materna, a program designed to reduce maternal and infant mortality.

**INDIA-2004**



India's first AIDS Walk For Life is initiated and continues for 365 days, culminating on World AIDS Day (12/1) 2005. PCI receives its first \$10 million award.

PHOTO BY: JEFFREY LAMONT BROWN



# CHANGE WORLDWIDE

## WHERE WE WORK

### Countries with active PCI programs ::

**AFRICA**  
Botswana  
Ethiopia  
Liberia  
Malawi  
South Africa  
Tanzania  
Zambia

**SOUTH & SOUTHEAST ASIA**  
Bangladesh  
India  
Indonesia

**THE AMERICAS**  
Bolivia  
Guatemala  
Haiti  
Mexico  
Nicaragua  
United States

### Countries where PCI has worked in the past ::

**AFRICA**  
Ghana  
Somalia  
The Gambia  
Eritrea

**SOUTH & SOUTHEAST ASIA**  
Hong Kong  
Papua New Guinea  
Vietnam

**THE AMERICAS**  
Belize  
El Salvador  
Honduras  
Peru

**EUROPE**  
Romania

The highlights below are examples of PCI's impact in the countries where we work. For more detailed information on our programs, please visit [www.PCIglobal.org](http://www.PCIglobal.org).

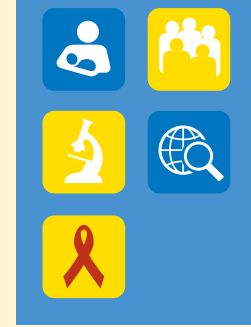
#### UNITED STATES

Over the next three years, PCI's Family Health Navigator Resource Center project will reach 85,330 individuals at high risk for chronic diseases such as cancer, diabetes, obesity, and hypertension.



#### MEXICO

In collaboration with USAID and the Mexican government, since 2005, PCI's nation-wide tuberculosis prevention and control program has reached over 8.2 million individuals with prevention messages and has resulted in an average cure rate of 90.7% in participating states, compared to a national rate of 84.1%.



#### GUATEMALA

In 2010, 78 low birth weight babies received care at Casa Materna. 1,680 pediatric consultations were also completed during community-based health fairs.



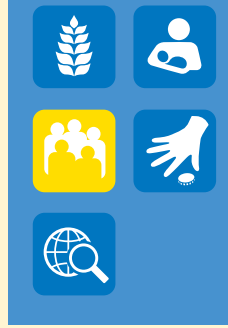
#### NICARAGUA

Using community-based health interventions like growth monitoring and birth planning, PCI's work in Jinotega has reduced malnutrition by 35% among 10,194 children under age 2 and reduced to zero the number of maternal deaths in 50 participating communities.



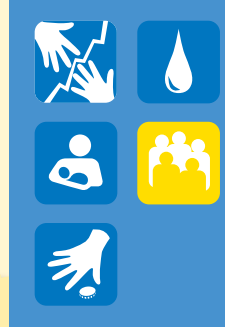
#### BOLIVIA

With community and municipal support, PCI-initiated school feeding programs are now providing over 150,000 children in thousands of schools with a hot, nutritious meal every day of the school year.



#### HAITI

To date, PCI has reached more than 100,000 people with health services, training, education, and/or counseling, including cholera prevention and management.



#### BOTSWANA

PCI/Botswana has enabled NGO partners to reach 12,894 people with HIV/AIDS with support services.



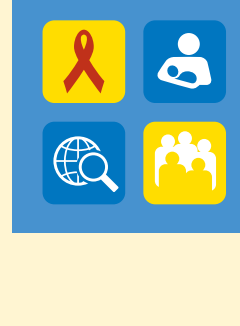
#### ETHIOPIA

Through the GROW model, which has been successfully implemented in Ethiopia and Zambia, more than 10,000 women have formed 583 GROW savings and credit groups, which have accumulated upwards of \$150,000 US dollars.



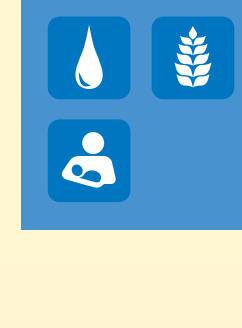
#### SOUTH AFRICA

In 2010, PCI recruited and trained 120 Community Engagers (CEs) in Western Cape and Kwa-Zulu Natal to implement the social movement for taking action against gender-based violence. In turn, the CE's will reach 30,000 - 60,000 influential members and stakeholders in their communities to take action to prevent gender-based violence.



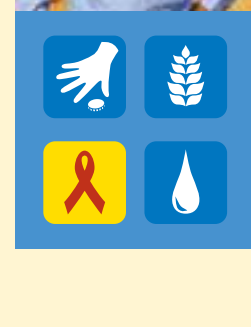
#### TANZANIA

As of August 2010, 70 Water User Groups, which are tasked with maintenance and repair of water points in their villages, are functioning in target communities.



#### MALAWI

In the first year (2009-2010) of our integrated maternal and children health and nutrition program, PCI helped form 74 farmer producer groups and 60 Village Savings and Loan groups.



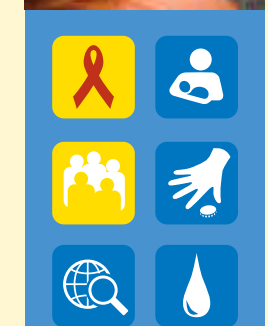
#### LIBERIA

In June 2010, PCI, in partnership with ACDI/VOCA, launched a five-year program designed to increase access to food, reduce chronic malnutrition, and increase access to improved livelihood and educational opportunities in Bong and Nimba counties of Liberia.



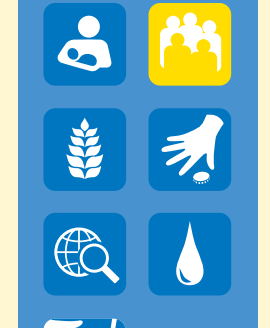
#### INDIA

With two branches in Jaipur, PCI has helped to establish a sustainable bank that has provided more than 10,000 loans to women entrepreneurs valued at over \$2,300,000.



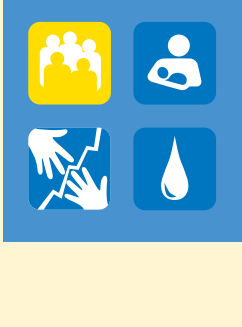
#### BANGLADESH

In 2010, PCI, in partnership with ACDI/VOCA, launched a new program to empower communities in Bangladesh by addressing maternal and child health issues, providing assistance to farmers, and strengthening the country's ability to manage and recover from disasters.



#### INDONESIA

PCI has been working in Indonesia since 1972, improving maternal and child health outcomes, reducing the threat of HIV and malaria, providing access to clean water and sanitation, helping communities impacted by the 2004 Asian Tsunami continue to recover and rebuild, and promoting disaster preparedness at the community level.



#### PCI INTERVENTION AREAS





# LIVES CHANGED

SOUTH AFRICA SINCE 2008

## Social Mobilization

PCI's Stop Violence Against Women bus campaign in South Africa was part of a large-scale social mobilization program being implemented to change social norms that drive violence against women, ultimately reducing HIV transmission.

"The most worrying concern from the province is that so many men and women believe violence is justified and normal – and this in itself keeps the cycle alive," says Cookie Edwards, coordinator of the bus campaign and director of the Kwa-Zulu Natal Network on Violence Against Women.

Throughout the successful 15-day rally, nearly 5,000 people shared their views at community meetings on this important issue. The exterior of the bus functioned as a gigantic mobile canvas on which community members could express themselves through words, symbols, or pictures. At the end of the campaign, group organizers delivered a memorandum containing people's real life stories about gender-based violence to local government officials.



## Casa Materna

In August 2010, PCI celebrated the 10th Anniversary of Casa Materna in Huehuetenango, Guatemala. Casa Materna is part of the strategy started 10 years ago by PCI to reduce maternal and child death rates in one of the poorest areas of the country's rural highlands. During this time, over 63,000 women received health services — 6,000 of whom were inpatients due to high-risk pregnancies — and 100% of them returned alive to their homes.

The impact of Casa Materna has many faces: the pregnant woman who has looked for our services, hoping to stay alive and give birth to a healthy baby; the neighbor, friend, husband, midwife, health promoter, or community volunteer who referred her; the staff who, with warmth and patience, provides lifesaving care to women and children; the medical personnel at the Huehuetenango Hospital who competently attend to women referred to the hospital for surgery; the newborn baby who comes to this world in good health; and the donors whose trust and support keep this program alive.

**"CHILDBIRTH SHOULD BE A HAPPY EVENT AND NOT SYNONYMOUS WITH SORROW, ANGUISH, AND TORMENT FOR THE HIGH RISK IT REPRESENTS FOR A MOTHER AND HER FAMILY."**

— Pascale Wagner, Country Director, Guatemala

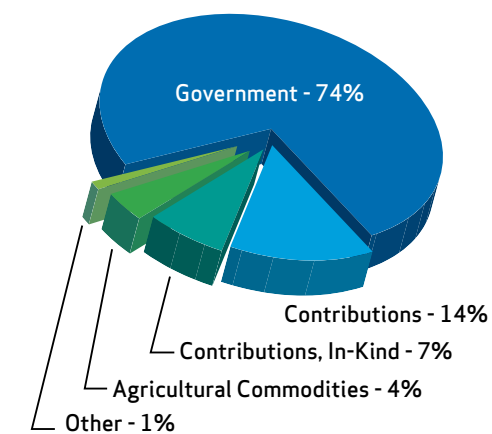
GUATEMALA SINCE 1974



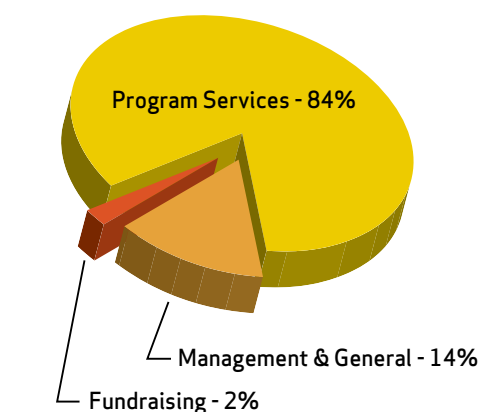
## 2010 FINANCIAL HIGHLIGHTS

	FY2010	FY2009
<b>SUPPORT AND REVENUE</b>		
Cash Support		
Government	\$ 23,189,991	\$ 22,392,483
Contributions	4,196,775	4,808,430
Other	172,798	221,464
Investment Income	113,462	266,993
Subtotal	27,673,026	27,689,370
Non-Cash Support		
Agricultural Commodities	1,305,256	292,033
Contributions, In-Kind	2,209,358	1,719,751
Subtotal	3,514,614	2,011,784
<b>Total Support &amp; Revenue</b>	<b>31,187,640</b>	<b>29,701,154</b>
<b>EXPENSES</b>		
Program Services	26,255,138	25,708,306
Supporting Services		
Management & General	4,364,541	4,436,344
Fundraising	587,221	542,883
<b>Total Expenses</b>	<b>31,206,900</b>	<b>30,687,533</b>
<b>NET ASSETS</b>		
Beginning of year	3,620,843	4,607,222
End of year	\$ 3,601,583	\$ 3,620,843

## SOURCES OF REVENUE



## RESOURCE ALLOCATION



## OUR DONORS

The achievements of PCI would not be possible without the support of the individuals, companies, governments, and partners that are part of PCI's global community.

This list recognizes corporations, partner organizations, and governments that supported PCI during the 2010 fiscal year and individuals who supported PCI during the 18-month period of October 1, 2009 through December 31, 2010. While we've listed those who gave \$500 and above, we sincerely appreciate all the support we have received in the last year.

If we inadvertently omitted your name from our list of donors, please let us know so that we can rectify the error. You may do so by calling Uli Imhoff Heine at (858) 279-9690, extension 323 or uheine@PCIGlobal.org.

MEXICO • PHOTO BY: JEFFREY LAMONT BROWN



## CHANGE THROUGH SUPPORT

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## 2000s

### INDONESIA-2005

PCI is praised for its response to the devastating tsunami that struck Southeast Asia on Dec. 26, 2004.

A new program in Ethiopia is established.



### MALAWI-2007

PCI expands its presence in southern Africa as the organization begins work in Botswana and Malawi.

PCI also builds its humanitarian assistance program, responding to seven different humanitarian crises in one year.



### SOUTH AFRICA-2009

PCI begins work in South Africa to reduce gender-based violence as well as slow HIV-transmission rates.

The organization responds to the deadly H1N1 virus (swine flu) outbreak in Mexico and the U.S.



### HAITI-2010

PCI responds to the devastating earthquake in Haiti and begins programs in Port-au-Prince.

PCI also begins work in Bangladesh and Liberia, adding to its portfolio of community health, food and nutrition security, and humanitarian assistance programs.



### US-2010

Dr. Turpin today.





# A WORD FROM OUR PARTNERS

## Southwest Airlines

PCI thanks Southwest Airlines for its decade-long partnership. Lidia Martinez, Southwest Airlines Manager of Community Affairs, has been an enthusiastic advocate for our work, ensuring that Southwest's support for PCI continues to grow. Last year, Lidia co-chaired our Annual **Hands Across Borders** event and, in addition to a very generous in-kind donation, continued to elevate our exposure in the local community. "We believe in PCI and its power to change lives. PCI's people are committed and passionate, and I admire their drive. We are proud to be partnering with such a wonderful organization," says Lidia.

## UPS

With our respective global missions, UPS and PCI are perfectly aligned to reach the world. UPS served as PCI's major sponsor for our 2010 **Day at the Races**, continuing a very successful relationship that began in 2000, and is committed to a long-term partnership that includes volunteerism, in-kind transportation, and event sponsorship. "We are excited to participate at all levels with PCI and committed to strengthening our relationship in pursuit of our common goals," says Mark Lombardo, City Manager, UPS Supply Chain Solutions.

## Kirk Humanitarian

"How many equivalents of Gandhi, DaVinci, Confucius, or Mandela have we lost due to severe malnutrition, crippling disease, and death among the world's children?" asks John Pingree, Director for Kirk Humanitarian, a nonprofit organization that has distributed over 200 million doses of multi-vitamins and minerals since 2005.

In 2010, Kirk Humanitarian and PCI joined forces to provide essential vitamins and minerals to 48,675 at-risk pregnant and lactating women and children in Haiti and Malawi. These critical micronutrients will have an important impact on the overall health and growth of children during their most critical period of development.



On January 12th, 2010 a 7.0 magnitude earthquake struck the coast of Haiti affecting an estimated three million people. Thanks to your help, PCI was on the ground within 48 hours, distributing more than \$6 million of medical supplies and pharmaceuticals.



FROM LEFT TO RIGHT: ETHIOPIA • PHOTO BY JEFFREY LAMONT BROWN, HAITI • PHOTO BY JEFFREY LAMONT BROWN, INDIA • PHOTO BY JANINE SCHOOLEY

# A WORD FROM OUR PARTNERS

## Hoehn Motors

"What began as an outreach program to the needy in Tijuana has grown to an organization that is truly international in scale," says Karen Hoehn, who – along with her husband Robert and two daughters – has served as a PCI ambassador through our **Hands Across Borders** event and her participation in trips to our programs abroad. "Our family is continually impressed and inspired by the people who work for and with PCI, as well as the people they have touched."

## Qualcomm Wireless Reach

The innovative concept of utilizing mobile technology as a tool for economic empowerment is well suited for India, one of the fastest growing wireless markets in the world. By partnering with Qualcomm Wireless Reach, PCI launched its *Connecting India* to *Disconnect Poverty* project to enhance the business operations of women entrepreneurs through mobile technology.

The program offers clients of microfinance institutions access to time-sensitive market and business information, as well as non-financial health information. The application also provides a mobile technology tool for frontline workers such as loan officers so that they can readily retrieve financial information on their clients.

As technology becomes more affordable and pervasive in communities around the world, PCI will continue its path of innovation, creativity, and "outside the box" thinking in developing platforms to deliver our life-changing programs.

"We believe in PCI and its power to change lives. PCI's people are committed and passionate, and I admire their drive. We are proud to be partnering with such a wonderful organization."

— Lidia Martinez, Southwest Airlines

## CHANGE THROUGH SUPPORT

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