Dear Friends of PCI,

In 2013 PCI helped transform the lives of nearly 6 million people, expanding our impact in 16 countries in Africa, Asia and the Americas.

Our global Women Empowered Initiative took root, reaching more than 280,000 women in India alone and 35,000 in nine other PCI countries, far exceeding our initial goal. This early success provides a foundation to take this critical initiative to scale, achieving our long-term goal of reaching more than 1 million women globally. Our urban development model successful in rebuilding efforts in Haiti following the 2010 earthquake is being replicated in Latin America; and our school food programs are providing needed nutritional support to more than 200,000 children in Nicaragua, Tanzania and Guatemala. We celebrated PCI’s role in helping eradicate polio in India. Finally, we developed new tools and processes to fully verify the impact of our programs, supporting the real and lasting change in people’s lives across a range of program interventions.

Underlying all of this work after more than a half century of experience is our conviction that people have the power to change their own lives, despite the weight of unrelenting poverty. When we provide the tools, the training and the resources they need, they can create a healthier, more hopeful future for their families and communities.

So in the end it isn’t the numbers that motivate us, it’s the change we see in the lives of the people we serve – like the HIV+ mother in our Women Empowered program in Botswana, whose small business has given her the resources she needs to feed her family, send her children to school and raise a strong voice in her own community. Or the resilient children of Hernani in the Philippines, who – despite weeks before losing their homes, possessions and even loved ones to Typhoon Haiyan – decorated a Christmas tree amidst the rubble and debris.

Our life-changing work would not be possible without the commitment and support of all our donors, partners, staff and volunteers. Thank you for everything you do.

GEORGE GUIMARAES
PRESIDENT & CEO

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.

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

ABOUT OUR COVER
This is one of almost 18,000 women in the Khulna Region of Bangladesh who are participating in Care Groups as part of the USAID-funded PROSHAR program, which provides new mothers with information and support on relevant maternal/child health and nutrition topics.
Number of people benefiting from PCI's program services: 5,852,512

51
Number of active projects

50%
Percentage of PCI Field Directors who are female and who are local nationals

108,809
Number of people reached by PCI through awareness and educational campaigns

5,064
Number of organizations benefiting from PCI's capacity strengthening efforts

20 MILLION
Number of clients who received improved HIV testing due to PCI's laboratory strengthening work throughout India

15
Number of different languages spoken by Women Empowered groups globally

1,017
Number of school gardens/greenhouses constructed in Bolivia from 2010 to 2013

63
Total number of years PCI's four Legacy Programs (Guatemala, Mexico, USA, India) have been in existence

2,700
Number of women screened and treated for cervical cancer in Zambia

3
Number of years India has been polio free

55,260
Number of households reached through Care Groups in Bangladesh, Liberia and Malawi

2,090
Number of newly diagnosed diabetes cases in people with tuberculosis (TB) as a result of improved TB systems in Mexico

11 MILLION
Number of people affected by Typhoon Haiyan

11 million
Number of people affected by Typhoon Haiyan

40,233
Number of people reached by PCI through awareness and educational campaigns

280,000
Number of metric tons of food distributed to school children in 2013 in Bolivia, Guatemala and Tanzania

2,700
Number of women screened and treated for cervical cancer in Zambia

3,719
Number of students receiving daily rations in Bolivia, Guatemala and Tanzania in 2013

90%
Percentage of schools with sustained school infrastructures (latrines and stoves) 5-9 years after the conclusion of PCI's school feeding program

3,719
Number of students receiving daily rations in Bolivia, Guatemala and Tanzania in 2013

280,000
Number of metric tons of food distributed to school children in 2013 in Bolivia, Guatemala and Tanzania

588
Number of PCI staff worldwide

92%
Percentage of PCI countries where PCI has influenced national policies

190,081
Number of households reached through Care Groups in Bangladesh, Liberia and Malawi

55,260
Number of households reached through Care Groups in Bangladesh, Liberia and Malawi

11 MILLION
Number of people affected by Typhoon Haiyan

108,809
Number of people reached by PCI through awareness and educational campaigns

5,064
Number of organizations benefiting from PCI's capacity strengthening efforts

20 MILLION
Number of clients who received improved HIV testing due to PCI's laboratory strengthening work throughout India
Global Impact

2012 was remarkable for PCI’s unprecedented Women Empowered Initiative. It was a year of incredible growth and commencement of multi-dimensional impact measurement on a global scale.

With groundbreaking private financial support, the Women Empowered Initiative accelerated its expansion to thousands of communities and tens of thousands of participants worldwide. Thirty-five thousand participants across 9 countries have savings and loans totaling US $1.7 million and have created more than 15,000 microenterprises. In addition, PCI completed the second year of its Parivartan Program (“transformation” in Hindi) that supports the participation of 280,000 women in economic and social empowerment groups through a US $15 million, five-year grant from the Bill & Melinda Gates Foundation. These combined successes will allow PCI to far exceed our original goal of 150,000 participants and provide a foundation to take this critical initiative to scale.

Empowered women have the confidence, vision and resolve to transform their lives, and that of their families and communities. The Women Empowered Initiative applies a unique social and economic empowerment model of self-funded, self-determined and self-sustained community groups to promote women as ‘game-changers.’ PCI trains local leaders to organize these groups, encourage entrepreneurship, establish appropriate governance, develop leadership skills, and foster resilience.

Continually, group members are emboldened as leaders to act on issues they define as important. In Ethiopia, for instance, Women Empowered group members challenged the dangerous traditional practice of female genital mutilation. Many women who previously performed the practice as their main source of income are now engaged in other wealth-generating activities and have become strong community activists against this harmful tradition.

Smart Design: Integrated Programs & Leveraged Resources

Social development programs, such as disaster risk reduction, education and health, are more effective and sustainable when all community members – especially women and girls – play a key role. Recognizing this, PCI incorporated the Women Empowered Initiative into 13 intervention platforms across the 10 countries, deepening program impact while providing a cost-effective pathway to scale.

Change Has a Woman’s Face

PCI aims to transform the next generation of women, families and communities through its Women Empowered Initiative. While continuing our work with current participants in India and nine other countries, PCI will engage 100,000 new participants in the next two years.

“Women Empowered has taught me to think of tomorrow. I am in this group so that I can help my children so they will not lack for things they need.”

– Women Empowered Initiative group member, Boeh Community, Liberia
PCi prefers the term “local capacity strengthening” as it doesn’t suggest that we are “building” something from scratch. Rather, it implies that we are strengthening something that is already in place and has value; that we are enhancing the existing talents, power and ability to learn in the individuals and communities with whom we work — an important distinction in terms of recognizing the value we place on local partners, communities and people.

Communities must mobilize to address the health and development issues of greatest concern to them, but what do we really know about how to do this well? How does one engage with communities in ways that build trust and local ownership? The challenges are compounded when pressures exist for quick results on a large scale. And when the goal is sustained community mobilization - engagement that extends over time, fosters resiliency and promotes an effective response to an ever-changing external environment - the challenges increase. For PCI, community mobilization is fundamentally about leveraging local power and strengthening local capacity in order to transform lives now and in the future.

What does local capacity strengthening look like at PCI?

Strengthening local partners.
Over 80% of current PCI programs are implementing a capacity strengthening strategy that fully engages local partners.

Strengthening systems.
Throughout India, PCI is certifying internal auditors, facilitating accreditation for laboratories, and improving the quality of HIV testing for 20 million clients annually. And in Tanzania, Guatemala and Bolivia, PCI has improved the child-centered teaching skills of over 5,798 teachers from 2010 to 2013.

Transitioning accountability to local partners.
PCI is collaborating with the Bihar Rural Livelihoods Promotion Society in India to ensure that over 25,000 self-help groups continue to thrive long after PCI’s programming comes to an end. This unique partnership, unprecedented both in scope and scale, is ensuring two-directional capacity strengthening as well as a carefully constructed transition process.

Establishing local entities.
For decades, PCI has established local entities to extend impact beyond PCI’s own program boundaries in countries such as Guatemala, Mexico, Indonesia, Nicaragua, Zambia and India. In May 2013, PCI helped establish a local entity named IPC in order to extend and sustain PCI’s reach throughout Bolivia.

Empowering communities by empowering women.
Harnessing the power of women as agents of transformation is critical for extending impact. PCI is combining its economic, social and political empowerment approach (see pages 6-7) with 13 program platforms in 10 countries to ensure that participating women continue to have the necessary capital, both financial and social, to exercise improved decision-making and extend results over time. PCI is also implementing a methodology to ensure that women are able to serve as ongoing leaders for change within their communities.
In addition to this more direct translation of the Katye model to another PCi country and context, PCi is prioritizing urban risk reduction and response globally and is planning to apply lessons learned from projects like Barrio Mio and Katye in other high-risk urban settings, such as Lusaka, Zambia; Managua, Nicaragua; and Dhaka, Bangladesh. PCi is also developing several earned income and private sector engagement strategies, including one designed to help households access safer building sites, materials and resources in high-risk urban areas through lower-cost financing.

In order to replicate the impact of a particular program like Katye, PCi must customize, adapt and evolve the approach to be as responsive as possible to the local situation in order to increase the likelihood of sustainable impact.

From 2010 to 2012, PCI and its partners transformed a downtown area of Port-au-Prince, that was 70% destroyed by the 2010 earthquake, into a safer and healthier neighborhood. Katye ("neighborhood" in Creole) greatly informed what is now more commonly referred to as the "Neighbor Approach"—an approach to urban disaster response developed to engage a wide array of stakeholders in the design and construction of more habitable and productive neighborhoods. Subsequent projects by the American Red Cross, the World Bank, and others have cited Katye as significant in helping develop their program designs, and new urban disaster risk reduction programs in the region have been funded using this same model. One of these projects is Barrio Mio, currently being implemented by PCI/Guatemala. The Barrio Mio project is transforming the approach from an emergency response strategy to a risk reduction and mitigation strategy—enlisting universities, government entities, the private sector, and communities in developing methodologies for upgrading high-risk areas. The nature of the project is truly innovative: stakeholders are engaged in the process of collecting and analyzing information such as risk maps, resources and assets, policies, public service delivery, and private sector incentives for urban upgrading. This intelligence is then coupled with secondary data such as satellite imagery/GIS mapping and census data to provide a rich and multi-textured picture of the actual situation for optimal decision-making and cost-effective investment. The process elevates the voices of local stakeholders to the same level of importance and authority as official or highly technical data, ensuring the incorporation of local perspectives and wisdom; accurate, context-specific data; and high levels of consensus.

This approach is helping to generate solutions for replication across the country. For example, it informs how ministries collect, store and utilize data on informal areas; improves how municipalities upgrade unsafe neighborhoods and restrict the growth of new settlements in high-risk areas; helps gather technical information required to extend basic services; supports the private sector to find new, profitable markets in urban areas that greatly benefit residents; and mobilizes communities to improve their own living conditions.
In many ways, PCI has been innovating in the field of development for the last 50 years. However, 2013 was exceptional – a year when PCI decided to become one of the first international development organizations to embed innovation from top to bottom in order to fundamentally change our internal dynamics and meet global challenges.

PCIinnovation (the capital “A” is for “Adaptability”) seeks to continuously unleash the creativity of our people, and foster it towards concrete and remarkable outcomes for the people we serve, our donors and the world.

We want to inspire everyone, from our local accountants, community change agents and drivers to the senior leadership, CEO and Board of Directors to play a more active role in our mission and create a place where both success and failure are embraced and celebrated as essential consequences of our commitment to find breakthroughs that will change the world. Innovations within PCI at all levels, as well as program innovations, will be designed, vetted and — once key criteria are met — certified and celebrated. In 2013, four such innovations were certified, with many more currently being implemented and in the PCIinnovation pipeline.

An innovation currently underway in Ethiopia is reducing climate risk by bringing satellite information to pastoralists. The ability to migrate strategically throughout the dry season to access water and grazing grounds is critical to the survival of 11 million pastoralists in Ethiopia. However, migration decisions are often informed by incomplete or delayed information, resulting in conflict, livestock death and food insecurity. After witnessing significant animal loss due to limited access to information, PCI sought a solution that had not been tried before: bringing together a unique combination of satellite maps of vegetation with indigenous communication mechanisms to help pastoralists more effectively migrate and protect their livelihoods.

Every 10 days, agents will provide maps to a local district’s early warning committee. Participating local leaders will then disseminate this information through the traditional oral communications system known as ‘dagu.’

A preliminary cost benefit analysis conducted by PCI suggests that the pilot project in Ethiopia will yield about US $17 in savings and reduced losses for every dollar spent over 12 months.

As Steve Jobs once said, “Innovation has nothing to do with how many R&D dollars you have…it’s about the people you have, how you’re led, and how much you get it.” We get it. We believe we have the right people. Now we just need to lead.
A post-project study of PCI’s child survival program in Indonesia from 2002 to 2007 was developed and approved for funding in 2013. In addition, presentations on PCI’s work to measure sustainability during and after project implementation were made at two major conferences in 2013, further establishing PCI’s leadership in this area. And finally, PCI secured funding from USAID to develop and disseminate a Sustainable Impact Toolkit designed to help development practitioners around the world better measure, understand and implement programming for sustainable impact.

**Lives Changed Indices (LCI)**

PCI’s LCI is designed to measure change across seven domains: poverty, education, food security, social capital, household expenditure and savings, health, and gender equity. In 2013, PCI conducted a validation study confirming that the LCI is accurately measuring the domains as planned. Also in 2013, PCI began execution of a case/control study in both Ethiopia and Guatemala to assess whether PCI’s intervention significantly improves outcomes when compared to a similar economic empowerment approach.

*Sustainable Impact*

Because project funds, by definition, are unavailable once a project ends, post-project measures are few and far between and therefore our collective understanding of what does or doesn’t lead to sustainable impact is always challenging to assess and quantify. In 2013, PCI completed its second post-project study in Bolivia, sampling communities that had participated in its USDA-funded school feeding programs from 2005 to 2008. Continuation of the project, contributions by parents to school feeding, teacher involvement in relevant learning activities, and maintenance of school infrastructure were all measured with very positive results.

*Information Technology*

2013 was also the year that PCI stepped up its use of information technology for gathering, sharing and learning from a wide array of information both within and outside of PCI’s own programming. PCI is expanding the utilization of Salesforce as a tool for organizing and reporting information to improve fundraising and programming performance, as well as the ability to connect PCI staff around the world. Several mobile data collection and analysis methodologies are being tested in Ethiopia, Tanzania and India. In Ethiopia, community facilitators working in urban slums and in remote farming communities are using mobile technology to improve data input and quality. In Tanzania, school teachers are using mobile phones to collect daily school feeding and attendance records. And finally, PCI continues to cultivate its long-working relationship with Qualcomm to develop and disseminate a mobile application for use by microfinance institutions and female borrowers in India.

*“Does a tree fall if no one is there to see or hear it fall? The same could be said of sustainable impact if no one is measuring results 5, 10 or 20 years after a program ends.”*

*— Janine Schoulely, Senior Vice President, Programs*
PCI improved mental health among vulnerable pregnant women, new mothers, and persons of reproductive age participating in support groups by 40-55%.

**Taiwan**
Since 2003, PCI has helped save the lives of over 18,000 pregnant women by ensuring safe deliveries of newborns.

**Nicaragua**
Since 2011, PCI supported the development of the very first strategic plan for the country’s Humanitarian Disaster Network.

**Bolivia**
PCI reached 13,926 adults and orphans with HIV prevention, care and support services.

**Guatemala**
PCI distributed relief supplies and messaging to 1,949 households in Hernani, hit hard by Typhoon Haiyan.

**Pakistan**
The number of state and national HIV testing laboratories in the accreditation cycle increased by 72%.

**Ethiopia**
16,655 households are utilizing geo-climatic satellite data for migration decision-making to reduce livestock deaths.

**Bangladesh**
In the last 3 years, PCI helped increase exclusive breastfeeding among participating mothers by 63%.

**Philippines**
PCI distributed relief supplies and messaging to 1,949 households in Hernani, hit hard by Typhoon Haiyan.

**South Africa**
PCI gender-based violence prevention efforts were extended through new funding provided to a local partner, reaching 3,415 new individuals.

**Indonesia**
935 students and 37 teachers participated in PCI facilitated school-based disaster simulations.

**Indonesia**
PCI (854) distributed relief supplies and messaging to 1,949 households in Hernani, hit hard by Typhoon Haiyan.
## 2013 Financial Highlights

### Support and Revenue

<table>
<thead>
<tr>
<th></th>
<th>FY2013</th>
<th>FY2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cash Support</strong></td>
<td>37,203,265</td>
<td>33,681,045</td>
</tr>
<tr>
<td><strong>Non-Cash Support</strong></td>
<td>11,402,766</td>
<td>8,692,645</td>
</tr>
<tr>
<td><strong>Total Support and Revenue</strong></td>
<td>48,606,031</td>
<td>42,373,690</td>
</tr>
</tbody>
</table>

### Expenses

<table>
<thead>
<tr>
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<th>FY2013</th>
<th>FY2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program Services</strong></td>
<td>40,274,146</td>
<td>37,644,722</td>
</tr>
<tr>
<td><strong>Management and General</strong></td>
<td>5,829,719</td>
<td>5,678,227</td>
</tr>
<tr>
<td><strong>Fundraising</strong></td>
<td>899,408</td>
<td>872,431</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>47,003,273</td>
<td>44,195,380</td>
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</table>

### Change in Net Assets

<table>
<thead>
<tr>
<th></th>
<th>FY2013</th>
<th>FY2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unrestricted</strong></td>
<td>463,781</td>
<td>15,588</td>
</tr>
<tr>
<td><strong>Temporarily Restricted</strong></td>
<td>1,221,872</td>
<td>1,818,511</td>
</tr>
<tr>
<td><strong>Permanently Restricted</strong></td>
<td>7,105</td>
<td>12,409</td>
</tr>
</tbody>
</table>

### Net Assets

<table>
<thead>
<tr>
<th></th>
<th>FY2013</th>
<th>FY2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Beginning of Year</strong></td>
<td>3,815,436</td>
<td>5,637,126</td>
</tr>
<tr>
<td><strong>End of Year</strong></td>
<td>5,508,194</td>
<td>3,815,436</td>
</tr>
</tbody>
</table>

*Unspent temporarily restricted funds are carried forward and therefore may produce deficits in the years when expended. Complete audited financial statements can be found on PCI’s website.

---

**Desmond Tutu**

*If we are going to see real development in the world then our best investment is WOMEN.*

---

**FY2013 Sources of Revenue**

- Government: 53%
- Contributions: 13%
- Non-government Grants: 10%
- Contributions, In-Kind: 13%
- Agricultural Commodities: 10%
- Other: 1%
- Fundraising: 2%

**FY2013 Resource Allocation**

- Program Services: 86%
- Management & General: 12%
- Contributions: 13%
- Non-government Grants: 10%
- Other: 1%
- Agricultural Commodities: 10%
- Contributions, In-Kind: 13%
- Fundraising: 2%
TO OUR DONORS

THANK YOU

Kathryn Spadin at kspadin@pciglobal.org.

You may do so by contacting Kathryn Spadin at

If we inadvertently omitted your name or if you would

like to be listed differently in future recognition lists,

we would appreciate you letting us know so that we can rectify the error.

The achievements of PCI would not be possible without

the support of the individuals, companies, governments,

and partners that are part of our global community.

PCI recognizes the following donors who supported

our work during the 15-month period of October 1, 2012

through December 31, 2013. While we’ve listed those

who gave $500 and above, we sincerely appreciate all the

support we have received in the last year.

The Department of Defense HIV/AIDS Prevention Program (DHAPP)

in collaboration with the United States Department of Defense

is strengthening the capacity of military forces in Botswana,

Malawi and Zambia to design and implement effective HIV prevention,

and support activities for soldiers, their families and communities

surrounding military bases.

Eric Sanders
San Diego Country Department of Health and Human Services
The Estate of Richard Sheppard
Stubbucks Foundation
United States Agency for International Development
Office of Innovation and Development Alliances

$50,000-$99,999

Farasway Foundation
William and Janie McQuinn
Mexican Ministry of Health
Larry and Janet Pitts
Sheppard, Mullin, Richter, and Hampton
Susan G. Komen for the Cure
Tasaddad Foundation
Wales J. and Betty C. Zable Foundation

$25,000-$49,999

Anonymous

$10,000-$24,999

K. Andrew Achterkirchen
Alliant Insurance Services, Inc.
Richard Arnold and Marshall Whitling
Baretta Family Foundation
Vikrant and Jennifer Batra
Alessandro Battaman
John and Kathy Collins
Carter and Karen Cox
Carl Eilid and Amy Coston
Edesia
HCL Technologies Foundation
Kearum and Mali Callahum
Sandra Driver Gordon
William and Kay Gurnt
Norman Hapke and Valerie Jacobs
Jo Hannah Howell
Kurt Homold
Marica McNeney
David and Virginia Meyer
Moxie Foundation
Royce and Joyce Pepin*

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SOCIAL MEDIA

2013

This year, PCI was able to share its impact with a broader audience than ever before through social media. Engaging stories and photos from the field, inspiration from leadership, and relevant, timely information connected donors and supporters to the very heart of the organization; the millions of people whose lives have been forever changed.

Images: Tanzania, PCI Staff; Zambia, Janine Schooley

Janine Schooley
In partnership with Qualcomm Wireless Reach, PCI is “Connecting India to Disconnect Poverty” by developing an Android-based smartphone application that will computerize the operations of micro-finance institutions (MFI) thereby providing time-sensitive financial information to micro-finance institutions and their women clients. This will increase efficiencies and impact of both the MFI and its women clients.

Christopher and Beth Lee
Denise Larevaque
Konstantin Lomidze
Robert Lowell
Nina Manosonn
John and Claire MacLennan
Faw Maken
Virginia Massiats
Bonnee Marceau
Donnel Marin
Christopher Manzo
John and Malinda Marsh
Ted and Lidia Milus
Lisa Mason
Philip Matthews*
Frank and Jean Matthews
John Matty
Mike McBrayer
Randi McCoy
Matthew and Jennifer Mcgraine
Lawrence McTeer
Mark and Rosanna D’onnell
Odyssey Reinsurance Company
Steven Osinski
John and Gabrielle Otteson
Otto Family Foundation
Mukesh and Subba Ram Patel
Frank Pavell
Cliff and Cheryl Pia
Cynthia Ploof
Kevin Prior
Piero-Richard Prosper
Gery and Jeanine Bangas
Real Living Lifestyles
Jane Ringle
Lowen Rubin
Jodyne Rosenman
William Rosenwein
Carl and Peg Ross
Beth Scherazade*
Monique Sengers
The Sanford Family
Brian Scutlitch
Ed Schliss
Derek and Cecily Schier
Chris Schuck and Lauren Carver
Glena and Eileen Schwartz
SDSU Research Foundation
Slasher Family Foundation
Kathryn and Pamela Sears
Jeff and Karin Sherman

*Formerly.

The Consulate General of Mexico, San Diego
The Bishop’s School
Computers2Kids
First Five
Fridge Freeze, Inc.
Healthy California
Home Depot
Hospital Nacional de Huehuetenango
Janava
Kirk Humanitarian
John Matty
Maya Relief Foundation
The Consulate General of Mexico, San Diego
Nika Water

DONOR RECOGNITION

Green Mountain Coffee Roasters, Inc.
Green Mountain Coffee Roasters, Inc. has forged a new partnership with PCI in Nicaragua. Project MICASA focuses on strengthening community capacity, integrating environmental protection into all activities, and promoting equity in decision making for males and females.

A SPECIAL THANKS TO

AmeriCares
The Bishop’s School
Computers2Kids
First Five
Fridge Freeze, Inc.
Healthy California
Home Depot
Hospital Nacional de Huehuetenango
Janava
Kirk Humanitarian
John Matty
Maya Relief Foundation
The Consulate General of Mexico, San Diego
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DONOR RECOGNITION

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Jeff and Karin Sherman

*Formerly.
Karen and Ed Mercaldo, Lucille and Ron Nesley, Bonnie and Rick Rule

PCI’s Women Empowered (WE) Initiative, seeded with gifts from three San Diego-based families, is designed to unleash the power of women as agents of transformation globally.

“We’re grateful to these donors for their passion and support for this powerful, proven economic and social empowerment approach,” said George Guimaraes, CEO of PCI.
PCI’S RESPONSE TO TYPHOON HAIYAN

Striking land with gusts of wind up to 235 mph, Typhoon Haiyan has been described as the strongest tropical storm to ever touch ground in recorded history. Entire towns were left in ruins and livelihoods were destroyed as the typhoon devastated everything in its path. Over 4.3 million people in the Philippines were displaced, ten times the amount affected by Hurricane Katrina, and the death toll has risen to over 6,000.

In response to the tragedy, PCI quickly dispatched an Emergency Response Team comprised of experienced disaster relief experts to identify the hardest hit areas and assess the immediate household needs. A reporter and photo journalist from the U-T San Diego traveled alongside the team, documenting the damage left in the wake of the typhoon and sharing real-time accounts back with nearly 1.4 million people in the San Diego region and beyond.

After two long continuous days of travel by bus from Manila, the Emergency Response Team arrived in the municipality of Hernani with urgently needed supplies. Through a partnership with a member of San Diego’s Filipino diaspora community, the team offloaded the provisions at a local house and began to assemble and distribute family-sized packages of food and non-food items, as well as hygiene and sanitation kits. PCI also provided the sole medical clinic in Hernani with six boxes of medicines such as antibiotics and other critically needed supplies.

In total, PCI distributed relief supplies to 1,949 households in the Hernani area and brought much-needed resources to more than 11,600 people. Despite the overwhelming circumstances, the resilience and fortitude of the Filipinos were revealed in their ability to immediately begin rebuilding their homes and communities.
There are two lasting bequests we can hope to give our children. One is roots; the other, wings.

HODDING CARTER, JR.