



Annual report
2022

Annual report 2022

of a nonprofit
charity organization
*Health & Help**

* Registered as a nonprofit
organization in Guatemala,
Nicaragua and the USA

501(c)3 — an organization exempt
from Federal Income Tax



Health & Help

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↓ A Letter From HR Director of Help & Help



A Letter

From Alexandra Litkens

HR Director



Dear friends,

During the year 2022, I often thought that everything in the world is interconnected. One incident sets off a chain of others, and pain and suffering in one country multiply pain and suffering throughout the world. Humanitarian crisis erupted in Ukraine. Everyone felt it, including our patients in Guatemala and Nicaragua.

2022 has been a very challenging year for Health & Help, and for all of us. We felt fear and uncertainty, resources were scarce and clinics had to fight for survival. Even though *Health & Help* had already been through a tremendous amount of turmoil, from volcanic eruptions to government coups, this year was especially difficult for us.

In February, Health & Help lost 60% of its funding, and we were forced to adjust our strategy. But any crisis situation isn't just stress and chaos. It is, above all, a chance to see new opportunities. The team felt a huge responsibility to our patients.

In 2015, when we opened our first clinic in Guatemala. We promised to do everything so that people would not die of curable diseases. Now we are doing our best to keep that promise. We continue to provide basic medical care, develop staff and volunteers, and show our donors what charity can be.

This year has shown how strong our team and everyone who supports the project are.

In 2022, I saw how cohesive volunteers, the team at *Health & Help* clinics and donors can be in the face of uncertainty. Thank you for your resilience and support! Together we can get through all the challenges and only become stronger.

Yours truly,

A handwritten signature in blue ink, appearing to be 'Alex', on a light blue background.

/ Alexandra Litkens /

► Our Goals and Mission

Health & Help assists people in places where it is difficult or impossible to access basic medical care. We do this through the efforts and resources of our volunteers and donors.

1 What do we do?

- We provide access to basic medical services and medicine in places with limited resources.
- We hold educational lectures for our patients about health-care and methods of preventing future illnesses.
- We develop and implement new medical treatment programs.
- We provide medical students and doctors in training with the opportunity to get hands-on experience under the guidance of skilled doctors.
- We prepare volunteers for work in the clinics, as well as help all team members learn and develop themselves.

We improve
by helping others



↓ For whom, where and how?

What do we do?

2 For whom?

- For socially vulnerable groups within the population. For people who cannot pay for treatment or buy medications because they are too expensive or simply unavailable.
- For socially responsible, generous patrons, both private and corporate.
- For dedicated and purpose-driven volunteers who keep growing the organization through their knowledge and experience.



3 Where?

- In regions with limited resources and developing infrastructure where people do not get medical help due to lack of personnel, equipment, or medications.

4 How?

- In our clinics, doctors and other specialists from different countries work on a regular basis. Dozens of volunteers from all over the world help the project online.
- We openly talk about life in the clinics and share our experience of working for a nonprofit organization.





The Clinics



Visit

► The Clinic in Guatemala

In 2022,

We improved the process of purchasing medications. We found new suppliers who send them directly from Momostenango (the closest city to the clinic) for an affordable price. It was one of our main goals in 2022 – and we did it.

We introduced video consultations with specialists: psychiatrist, rheumatologist and endocrinologist. In total, we provided 10 consultations.

*This year a private doctor, **Ruddy Aaron Ortiz Lopez**, was helping us. He was examining our patients in his clinic for free – from 1 to 3 patients a month. In average, this doctor performed one free ophthalmological surgery a month and was constantly following our doctors in working with emergency patients and in preparing for surgeries.*

We improved the system of teaching our volunteer doctors and introduced a clearer calculation of medications. We created a database with a limited number of drugs with notes on their use.

In 2023, we plan to send it to new doctors so they can prepare for work easier.

↓ Diseases and Conditions – Statistics



► Diseases and Conditions Statistics* — Guatemala

one patient may have several conditions

4394

patients

came to the clinic
in 2022

12% ^{under 17}
children

32%
men

56%
women



92

soon-to-be
moms

were examined
and received necessary
vitamins



370

patients with
respiratory problems

were examined
and received treatment plans



57

women

received consultations
on family planning
and birth control



20

underweight children
under the age of 17

were examined and received
recommendations on proper
nutrition



Hanna Plotnitskaya

Country
Director
in Guatemala

The cost of many drugs and regular consultations is very high so many patients are not able to afford the treatment. The sad reality is that the patients with chronic diseases take medication one time in two days or even just twice a week whereas they need to do it every day. Patients try to save drugs and take them for longer periods of time, which is wrong on every level.

Thanks to the clinic, they can receive treatment free of charge and on a regular basis.



Patients of the Clinic in Guatemala

► Patients of the Clinic in Guatemala

Maria, 25 y.o.

Our children had been often sick before your clinic opened here. We didn't have enough doctors and medicine. We had to go to hospitals with our problems, but doctors there couldn't help us. Your doctor examined my children, prescribed some drugs and they got better. I am happy that the clinic made our community's life easier.

Carlos, 36 y.o.

Before Health & Help was built, we had to commute to Momostenango and Totonicapán. Those long trips are in the past now. We don't need to pay for appointments and treatment, we can save the money for a rainy day which is incredible.

Ana, 31 y.o.

Your clinic is squeaky clean and doctors really care about the patients if we compare to other facilities in Guatemala. I am a nurse myself and can confirm that the service level here is immaculate.

* All matches with real names are accidental

↓ The Clinic in Nicaragua



► The Clinic in Nicaragua

“ Anna Melnikova,
Country Director in Nicaragua

2022 was eventful for *Health & Help* in Nicaragua.

One of the major challenges we faced was unusually intense monsoon season. The pathway from the clinic to Potosi, the nearest town with paved roads, was destroyed. A spontaneous river replaced the path so buses could not pass and people had to use motorcycles to get through.

Because of the heavy rains, the roof of the clinic started leaking so the first priority goal for 2023 is **to repair the building**.

Despite the challenges, we managed 7 field trips to the neighborhood communities in 2022, where 330 patients received medical attention.

Our plan is to continue to provide medical house calls because there are still plenty of locations with no clinics and hospitals nearby.

Anna
Melnikova



► Diseases and Conditions - Statistics * — Nicaragua

one patient may have several conditions

62%
women

2875

patients

came to the clinic
in 2022

38%
men

36%
under 17
children



67

soon-to-be
moms

were examined
and received
necessary vitamins



961

patients with
respiratory problems

were examined
and received treatment plans



267

women

received consultations
on family planning
and birth control



330

patients

received medical treatment
thanks to medical brigades



**Geovanella
de María Gutiér-
rez Rodríguez**

Doctor
in Nicaragua

The most common diseases faced by our patients are diseases of the respiratory system. The main cause is living conditions: people here often use open fire for cooking; and women breathe smoke when cooking. In addition, houses built of plastic and metal sheets do not protect people from wind and rain, so patients catch often colds and come to us with complaints on a sore throat and coughing.

We give the patients a consultation on how one can protect oneself from harmful conditions and we supply them with the necessary medicines to relieve the symptoms of diseases.

↓ A Story of a Patient

• • • • • • • • • •

26

▶ A Story of a Patient in Nicaragua

Four years ago, Rosa's daughter was diagnosed with diabetes. Six months later, Rosa found out she is also sick. Rosa has a motion sickness, but she still had to travel to Managua for two days to buy her daughter insulin.

Despite Rosa's efforts, her daughter died when she was only fourteen.

* All matches with real names are accidental

↓ Purchasing
an Ambulance Car



Rosa Sanchez

“

She told me she felt weak, she had light sensitivity, had fever and was thirsty all the time. She couldn't get up in the morning so I let her skip school. She had fallen behind on school work...

One day the doctors came and determined that she had a high blood sugar level. They took her to the hospital in Chinandega. Since then, she has been getting insulin injections for five years. Insulin helped but one kidney had already failed due to diabetes. The doctors conducted a risky operation, but my daughter died a month after the surgery.



Katia Espalter

*Health & Help Country Director
in Nicaragua until December 2022*

After her daughter died, Rosa's health got worse and insulin became vital to her. Luckily, she doesn't need to travel to Managua — **she gets insulin at our clinic.**

Rosa grew up in a family of eleven in Chinandega and now has six children. She is very scared of dying and leaving her family on their own.

28

► Purchasing an Ambulance Car

The *Health & Help* clinic in Nicaragua is located in a remote area with roads that are extremely difficult to navigate. It is almost impossible to pass these roads even on foot, and in emergency cases, the lives of our patients often depend on how quickly we transport them to hospitals.

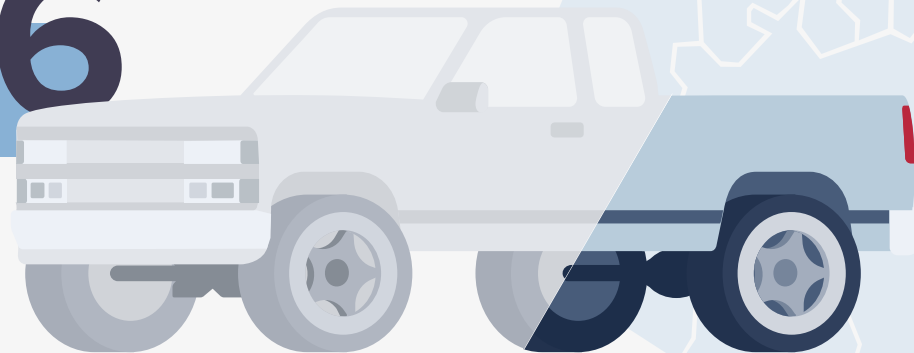
The team in our clinic needs a car

We will use this car to transport patients to the hospitals in emergency situations. Additionally, it will be used to visit as many villages as possible by our medical teams and to purchase medicines and consumables that can be bought in the capital only.

\$3 236

were raised
by the end of 2022,
in the framework of

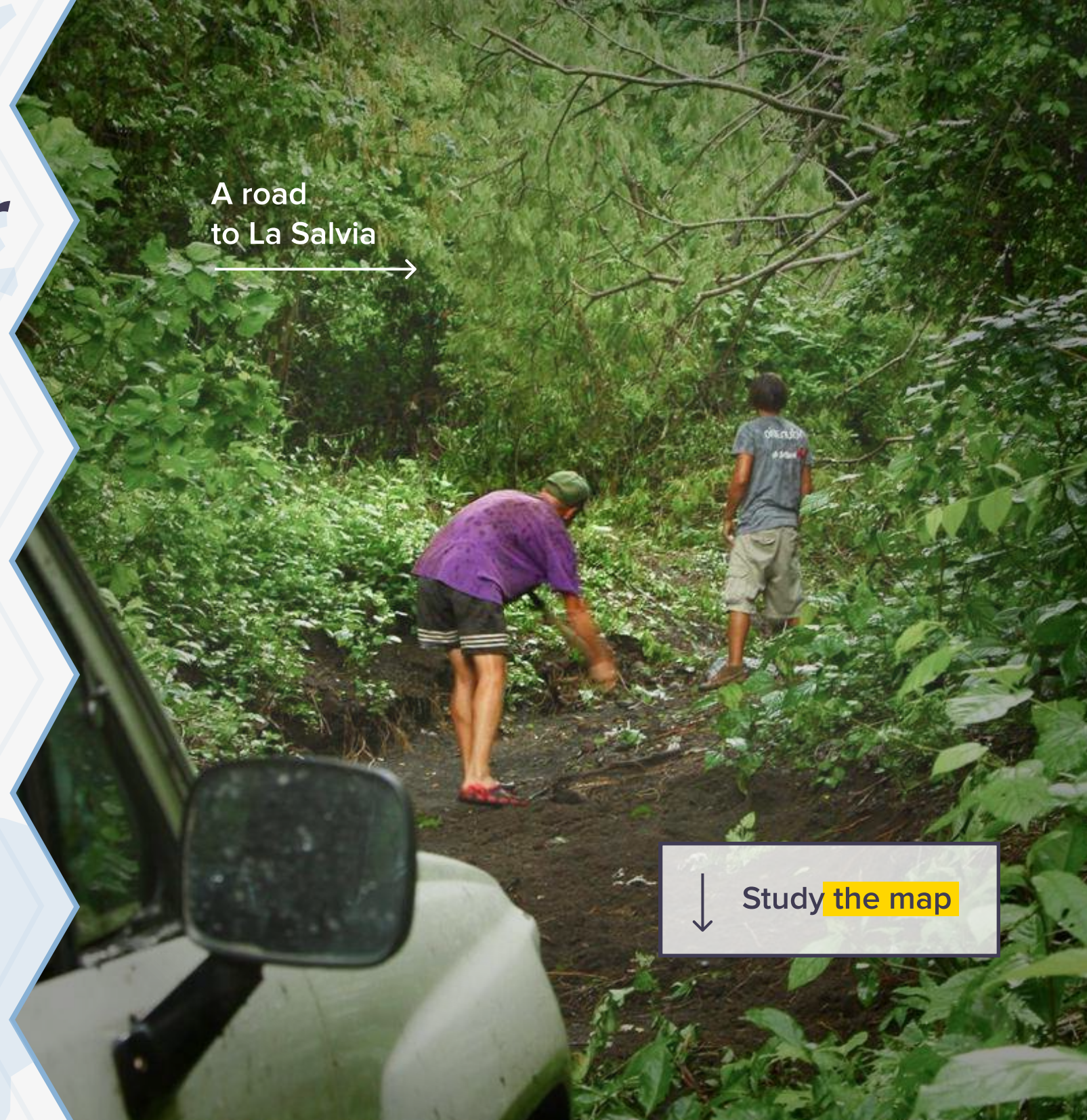
► [Drive the change](#) program



A road
to La Salvia



Study **the map**



El Rosario and Santa Julia

🕒 up to 1 hour*

● \$6-8**

Are the closest areas where we hold visiting events. There are buses from El Rosario to Chinandega.

The time spent on the road depends on the quality of the road. In rainy season, from may to december, a 9-kilometer trip may take an hour. Locals give us a lift on their motorcycles or cars, and it costs about \$10.

Potosí 🕒 1,5 hours ● up to \$10

In Potosí, there is the Health Centre where patients can get urgent medical help but there is no ambulance car.

In emergency cases that require hospitalization, we have to send our patients to the Teodoro A.S. Kint, which is located 46 kilometers away from Potosí.

Luckily, now there are regular buses but the road from the clinic takes at least 3 hours.

The clinic

Chinandega 🕒 4 hours ● \$10

Chinandega is the provincial centre. Once a week, our volunteers buy food and household goods here on the market and pick up packages with medications.

Managua 🕒 up to 7 hours ● \$17

In the capital, we order medicines and medical consumables, fix the equipment from the clinic. The project director in Nicaragua also lives there.

► Where do we need to go?

* The time indicated is for using public transportation as we do now.

** Approximate prices in US dollars.





A refugee camp
for Ukrainians
in Mexico

► Events in Ukraine: the Influence on the Latin American Region

Nicaragua has been a field for political games of rich and strong countries for dozens of years. Some of the consequences are poverty and a low level of medicine. In 2022, Ukraine was struck, and the wave of crisis reached Latin America through the ocean.

Hundreds of refugees ended up at the border between Mexico and the USA with no money, often without documents and almost always not speaking the language. The co-founder of *Health & Help* Karina Basharova could not stay away from the grief and difficulties that forced migrants had faced.

“



Karina Basharova,

*Co-founder and director of mass fundraising (PR)
Health & Help*

In May 2022, I worked as a volunteer interpreter in a refugee camp for Ukrainians in Mexico. I did my best to help those who had lost everything – during medical appointments or with solving domestic issues. In the end, all refugees left thanks to a humanitarian program in the USA. We are still in touch with some of them.

Health & Help does its best to make the world a fairer and safer place, but while we are saving hundreds of lives in one part of the world, armed conflict in another is destroying thousands.

”



Events in Ukraine

► Events in Ukraine: the Influence on the Latin American Region

Before 2022:

We got up to 70% of donations from Russian bank cards. Even though the project became international a long time ago, Russian speaking people knew more about us and were supporting the project.

Because of the sanctions, donations from the Russian Federation stopped. People in distant Guatemala and Nicaragua risked being left without medications and basic medical help.

It is early to talk about all the consequences of the conflict in Ukraine, however even now it is clear that they will be global. Our patients will be cut off from medical help not only by kilometers of the selva but also by economic conditions

In this situation, the clinics of *Health & Help* will be especially needed. It means that our team will keep working.



► Team in the Clinics

2022

| Name | Role | Country |
|--------------------------------------|-------------------------------|-----------|
| ● Anna Melnikova | Country director in Nicaragua | Nicaragua |
| ● Hanna Plotnitskaya | Country director in Guatemala | Guatemala |
| ● Katia Espalter Calderón | Country director in Nicaragua | Nicaragua |
| ● Adriana Carolina Corrales Espinoza | Doctor / PA | Nicaragua |
| ● Ariana Yudelkis Lorente Centeno | Doctor / PA | Nicaragua |
| ● Bernardita Buffoni Tardella | Doctor / PA | Panama |
| ● Bruno de Aguiar Mendes | Doctor / PA | Portugal |
| ● Carolina Dantas | Doctor / PA | Portugal |
| ● Cristian Paul Cruz Puente | Doctor / PA | Ecuador |
| ● Daria Chelysheva | Doctor / PA | USA |

Team members

● in Guatemala ● in Nicaragua





| Name | Role | Country |
|---|-------------|-----------|
| Filipa Gonçalves Dias | Doctor / PA | Portugal |
| Geovanella de María Gutiérrez Rodríguez | Doctor / PA | Nicaragua |
| Jennifer Estefania Vásquez Clerque | Doctor / PA | Ecuador |
| Katherine Daleska Gómez Guevara | Doctor / PA | Nicaragua |
| Karina Radchenko | Doctor / PA | Belarus |
| Leonor Castedo | Doctor / PA | Portugal |
| Lisa Santos Borges | Doctor / PA | Portugal |
| Magda Espinoza Zeledón | Doctor / PA | Nicaragua |
| Mafalda Ferreira Vasques Carvalheiro | Doctor / PA | Portugal |
| Marco Scampitelli | Doctor / PA | Argentina |
| Nikita Karpovich | Doctor / PA | Russia |

Name

Role

Country

| | | |
|-----------------------------------|-------------------------------|-----------|
| ● Teresa Mota | Doctor / PA | Portugal |
| ● Victoria Kaplitskaya | Doctor / PA | Russia |
| ● Ana Sofia Ventura | Physiotherapist | Portugal |
| ● Ines Melo | Public Health Nutricionist | Portugal |
| ● Ana Rita da Costa Maurício | Nurse / Paramedic | Portugal |
| ● Eslin Ricardo Zamora Peralta | Nurse / Paramedic | Nicaragua |
| ● José Ricardo Acabal Peruch | Nurse / Paramedic | Guatemala |
| ● Isa Sofia Amaro Pulquério | Nurse / Paramedic | Portugal |
| ● Margarida Perez | Nurse / Paramedic | Portugal |
| ● MéliSSa Correia | Nurse / Paramedic | Portugal |





Photographers:

| Name | Role | Country |
|----------------|--------------|-----------|
| Melanie Guerra | Photographer | Guatemala |
| Polina Soyref | Photographer | Estonia |

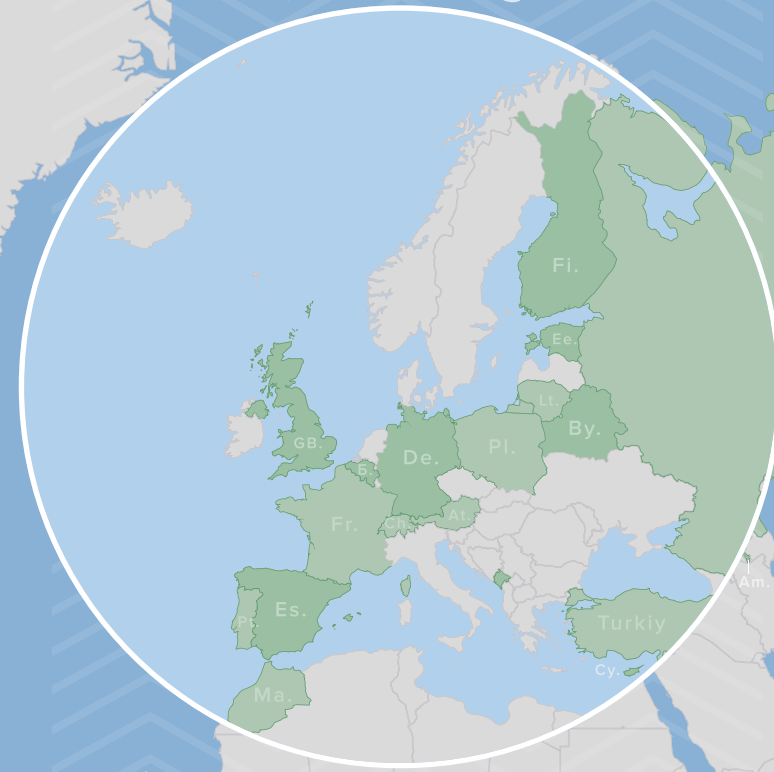
Our team on the world map

| Name | Role | Country |
|--------------------------|-------------------|---------------|
| Raquela Lian Rubio | Nurse / Paramedic | USA |
| Sofia Azevedo Campos | Nurse / Paramedic | Portugal |
| Diana Miftakhova | Facility manager | Russia |
| Dmitry Akimov | Facility manager | Russia |
| Elmer Djassi | Facility manager | Great Britain |
| Juana Canil Castro | Facility manager | Guatemala |
| Zoe Moon | Helper | Germany |
| Clelia Tardella | Helper | Argentina |
| Narciso Orlando Cajina | Accountant | Nicaragua |
| Vinicio Orozco Cifuentes | Accountant | Guatemala |

44


145
volunteers
36
from
countries

► **Our Team
on the
World Map**



volunteers
39
in the clinics
93
online ●

UTC -9

UTC -6

UTC -3

UTC 0

UTC +3

UTC +6

UTC +9



Online Team



Get to know

► Online Team 2022

| Name | Role | Country |
|-----------------------------|--|---------------|
| Victoria Schwark (Valikova) | Co-founder / Board director, Volunteer Fundraising Director | Argentina |
| Karina Basharova | Co-founder / Board treasurer in Guatemala, PR & Mass fundraising director | Mexico |
| Elena Zelenevskaja | Health & Help Development, Strategy and Analytics Director | USA |
| Alexandra Litkens | HR Director / Health & Help Development director | Russia |
| Scott Williamson | Chairman of the Board of Directors | USA |
| Eva Williamson | Board director & Treasurer | USA |
| Valentina Putilina | Mass fundraising & PR department coordinator | Russia |
| Evgeniya Dolina | Copywriting Team Leader (English editorial) | Great Britain |
| Elina Kryuchkova | Copywriting Team Leader (Russian editorial) | Turkiye |
| Uliana Domanova | SMM manager | Brazil |

| Name | Role | Country |
|---------------------------|--|-----------|
| Indira Ibarra Herrera | Online medical adviser | Nicaragua |
| Anastasia Sentyurova | Consultant / Expert in financial analysis | Germany |
| Marina Perushkina | Financial analyst / Controller | Russia |
| Anna Osipova | Business analyst | Thailand |
| Igor Lyubetskiy | Analyst | China |
| Nina Gorchakova | Business process analyst | Russia |
| Aleksandrina Skvortsova | Grantwriter | Canada |
| Ekaterina Seltikova | Grantwriter | France |
| Kristina Didenko | Assistant to Fundraising Director | Lithuania |
| Aygul Tereshkina | Fundraiser | Thailand |
| Arlen Halleslevens Aleman | Fundraising officer | Nicaragua |

| Name | Role | Country |
|-----------------------------|---|-------------|
| Madina Zauzanova | Fundraiser | USA |
| Natalia Argutina | Fundraiser | USA |
| Maria Kun | Recruitment coordinator | Russia |
| Bernardita Buffoni Tardella | Health & Help ambassador / HR medical expert | Panama |
| Anna Melnikova | HR medical expert | Nicaragua |
| Margarita Bartashevich | HR medical expert | Russia |
| Margarita Tretjakova | HR medical expert | Belgium |
| Olesya Klyashtornaya | HR junior medical expert | Russia |
| Ekaterina Petrova | HR specialist | Russia |
| Aliya Vilyaeva | Recruiter | Russia |
| Daria Chibrik | Recruiter | Russia |
| Raisa Waelti | Recruiter | Switzerland |

| Name | Role | Country |
|------------------------|---|------------|
| Yulia Bisun | Recruiter | Montenegro |
| Anastasia Streletskaia | Junior recruiter | Russia |
| Kristina Luginina | Junior recruiter / Translator | Spain |
| Aleksandra Gavrilova | HR intern | Spain |
| Tatiana Malkova | Spanish school leader / Tutor | Russia |
| Tatiana Rusakova | Health & Help ambassador / translator / Kitche expert | Russia |
| Irina Permyakova | Tutor / Medical programme leader at Spanish school / Translator | Spain |
| Olga Cuevas Sheu | Tutor | Russia |
| Anastasia Sitnikova | Email marketing specialist | Russia |
| Maria Karpacheva | PR specialist | Spain |
| Maryia Marynich | PR specialist | Russia |

| Name | Role | Country |
|----------------------|--|------------|
| Natalia Arkhipova | PR Associate | Korea |
| Oxana Morgunova | Copywriting / Special projects | Russia |
| Aizhan Kazak | Editor | Armenia |
| Elena Oborina | Editor | Costa Rica |
| Elizaveta Kotova | Editor | Russia |
| Kristina Rang | Editor | Russia |
| Nadezhda Bakhromkina | Editor | Spain |
| Anna Dutton | Copywriting team coordinator (RUS) | USA |
| Adrian N. S. Badana | Copywriting team coordinator (ENG) | USA |
| Hana Bredstein | Copywriter / Translator / Proofreader | USA |
| Aleksandra Vasileva | Copywriter | Russia |
| Clara Awuse Chimeru | Copywriter | Nigeria |

| Name | Role | Country |
|------------------------|------------------------|---------------|
| Daria Iliyik | Copywriter | Russia |
| Diana Ivanenko | Copywriter | Argentina |
| Elena Derevtsova | Corrector / Copywriter | Russia |
| George Okungbowa | Copywriter | Nigeria |
| Jeremy Kehoe | Copywriter | USA |
| Ksenia Savilova | Copywriter | Russia |
| Marfa Ushakova | Copywriter | Russia |
| Natalia Kudryavtseva | Copywriter | Great Britain |
| Natalia Mesheryakova | Copywriter | Russia |
| Samantha McMahon | Copywriter | Australia |
| Sviatoslava Bondarenko | Copywriter | Poland |

| Name | Role | Country |
|-----------------------|------------------------------|------------|
| Nikolay Mavrenkov | Web-developer | Germany |
| Anna Smerkalova | Web-site administrator | Russia |
| Maxim Prudnikov | UX analyst | Russia |
| Evfrosiniya Kapustina | Head of the Photo department | Russia |
| Polina Shumkova | Assistant to photoeditor | Russia |
| Alexey Duplyakov | Design Team coordinator | Finland |
| Ale Abrosimova | Graphic designer | Germany |
| Alina Lekomtseva | Graphic designer | Kazakhstan |
| Anna Zhizhka | Graphic designer | Russia |
| Elena Mordasheva | Graphic designer | Russia |
| Elizaveta Dmitrieva | Graphic designer | Russia |
| Kamilla Farennikova | Graphic designer | Russia |

| Name | Role | Country |
|------------------|---|------------|
| Karina Noskova | Email content creator | Cyprus |
| Anna Pavlenko | SMM specialist | Russia |
| Anastasia Gumen | SMM assistant | Russia |
| Kristel Khoueiri | SMM assistant | Morocco |
| Yulia Burakova | SMM assistant | Russia |
| Anna Galimova | Video editor | Montenegro |
| Elena Bondareva | Video editor | Austria |
| Irina Tsyplakova | Video editor | USA |
| Roman Ivanov | Video editor | Vietnam |
| Anna Valenkova | Head of translation team | Russia |
| Anna Beliantseva | English stream coordinator / Translator | Russia |

| Name | Role | Country |
|----------------------|---|---------------|
| Irina Mychko-Megrin | Coordinator of the Spanish translation team | Russia |
| Albina Sharifullina | Translator | USA |
| Daria Nedzvetskaia | Translator | Russia |
| Elena Esakova | Translator | Russia |
| Iakov Tenenbaum | Translator | Russia |
| Marina Parfenova | Translator | Guatemala |
| Natalia Ovchinnikova | Translator | Portugal |
| Nataliia Soloviova | Translator | Great Britain |
| Eileen Maiocco | Proof-reading | USA |
| Faina Kotova | Proof-reading / Translator | USA |
| Jason Branton | Proof-reading | USA |

| | | |
|--------------------------|----------------------------|-----------|
| Oscar Segura | Proof-reading / Translator | Colombia |
| Rodrigo Sanchez Portillo | Proof-reading / Translator | Guatemala |
| Sandra Ortiz | Proof-reading / Translator | Russia |
| Katushka | Cat / Meow volunteer | Guatemala |
| Mañana | Cat / Meow volunteer | Nicaragua |



HR Department

In 2022 our recruiters
processed

656>
applications
to participate in our organiza

Interviews held:

288
in Russian,
English
and Spanish

368
applications
for openings
in the clinics

► HR Department

50 

people
selected to work
in the clinics

35 

people
selected for
the online team



Anna Osipova

Business Analyst in HR team

We actively introduce the principles of data-driven culture to rely not on intuition or past experience but on analytics while making decisions.

We track effectivity of the channels for closing particular positions, change sentiments within the organisation, timely react to them and take them into consideration while planning.

In 2022, we did a lot of work to simplify the onboarding system and adaptation of new online volunteers. We will keep doing this in 2023.

↓ Spanish language school

60

► Spanish Language School

360  hours of classes *with* **16**  volunteers

Volunteers of medical specialties take a special course in medical Spanish.

Our Spanish courses are adapted to the tasks that the volunteers will have to perform in clinics.



Tatiana Malkova
Spanish School
Leader, Tutor

This year, we have filled our collection of audio- and video materials for doctors with recordings from Guatemala and Nicaragua, and have become more active in managing volunteers who are in clinics.

Also, we have started a practice of obligatory conversations with native speakers and enhanced our knowledge assessment techniques (tests and exams).

Salud Ayuda Volun
Idioma español



↓ Mass Fundraising & PR Department

► Mass Fundraising & PR Department

Through joint efforts
of our team **100 682** *we were*
including **\$** *raised*
monthly and single donations on Health & Help website

70% of money were raised
with mass donations

it's **30%** more than
in 2021



**Valentina
Putilina**

Mass Fundraising
& PR Department
Coordinator

In 2022, the work of Mass Fundraising Department was aimed at providing trust in organisation, increasing its recognition and supporting the interest of loyal audience.

Any help to our patients - volunteering, donating or sharing on social media - is extremely valuable. In 2023, we will keep working in this direction.

↓ PR and fundraising activities

Business processes ●●●

In 2022, we were actively promoting Health & Help on American market and establishing communication with Spanish-speaking audience.



Arranged

partnership
with *Ailove Digital* agency



Expanded

design team and created
the first draft of
Health & Help brandbook



Conducted

the first UX analysis
and website rebranding



Created

photo- and video departments.
Our photographer took 3rd
place in ND AWARDS!
More than 130 videos were
created for social media
and special projects



Renewed

the structure
of e-mail newsletters



Actively worked

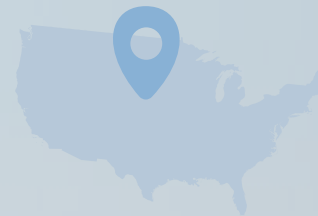
on English Instagram, Facebook
and LinkedIn accounts, colla-
borated with a Spanish-speaking
TikTok blogger.

More than 59% users, who donated
on the website for the first time,
came from social media



Raised

\$7780 thanks to volunteer
fundraising campaigns.



► PR / Fundraising Activities

Offline:

\$720 *Guatemala* 📍

Charity wine tasting

Collaboration with an Italian club brought us \$720, and it was a successful networking.

\$300 *Seattle, WA* 📍

Lemonade and cookie stand to support *Health & Help*

Summer family fundraising with our volunteer neighbours brought in \$300.

Lecture on "How to Start an NPO"

The Country director of *Health & Help* in Guatemala shared her experience about running a nonprofit organization.

↓ Team development

Online:

\$510

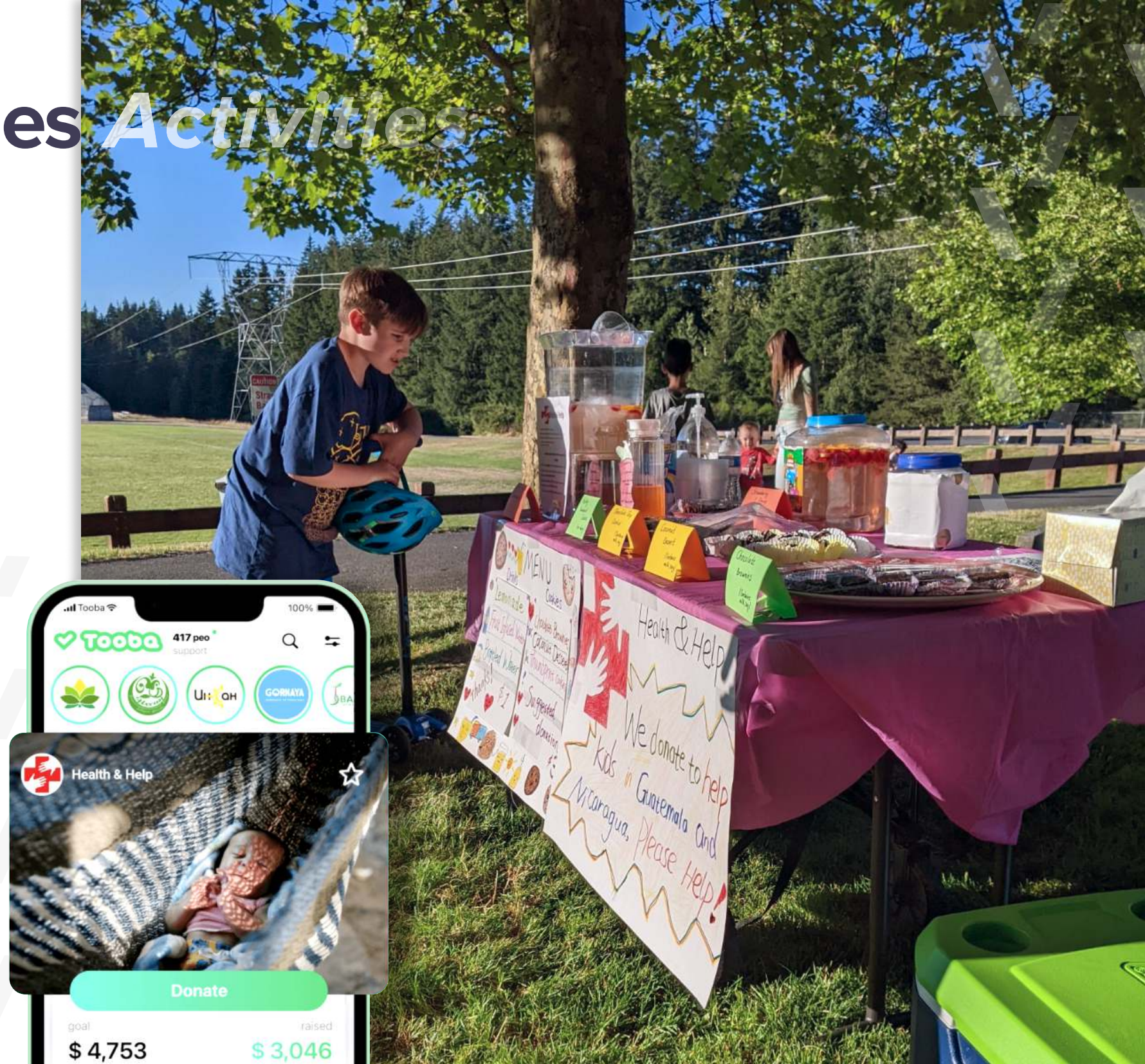
► Secret Santa

We shared 5 of our patients' stories and raised \$510 as part of our New Year's Eve activity.

\$2 489

► Fundraising campaigns on Tooba

Collaboration with a crowdfunding platform. We shared two patient stories and video details about roads in Nicaragua, and raised \$2489.



► Team Development



Every opportunity to get together and learn something new is a unique chance for the team to become better and closer.

Our volunteers organized many lectures themselves and shared their expertise and experience with each other.



Getting new knowledge and applying it in practice helps to form new sustainable skills. Through improving the quality of our work, we grow and achieve better results together.



Our online team is spread all over the world

in
36
countries

from the US
to Australia



Our **values**



Main trainings and lectures we held in 2022:

1 "How to talk to make yourself heard"
Workshops on storytelling

2 Online grant courses at the European Business University in Luxembourg
Course in Strategic Management, Business Finance, Business Management, Introduction to Python, Women and Leadership program.

3 Basic interview training
for novice managers and team coordinators

4 Lecture on the specifics of recruiting in Nicaragua

5 Team management training for HR



► Our Values

1 Responsibility

Staying organized and following through on promises and keeping true to your word.

2 Flexibility

Feeling confident in new situations with new people and challenging working conditions, cooperating with all team members and local residents, mediating and preventing conflicts, and respecting opinions different from your own.

3 Creativity

Finding a solution to seemingly insurmountable problems to make the impossible possible.

4 Humanism, empathy and compassion

A sensitive and caring approach to patients and other project members, as well as a friendly attitude of helping one another through difficult situations.

5 Courage

We do not work in easy conditions. We are deliberate in taking risks.

6 Open-mindedness

We openly talk about difficulties, and we are attentive to criticism and act on expert advice.

7 Initiative

A willingness to improve the quality of our work through effort and dedication.

8 A healthy dose of humor

...in communicating with each other.



Analytics and Strategy



EXPENSES FOR 2022

> AMOUNT, US DOLLARS

| | |
|--|---------|
| MEDICATION, CONSUMABLES, PROCUREMENT OF MED. EQUIP. | 47 219 |
| CLINIC MAINTENANCE | 62 736 |
| VOLUNTEER PREPARATION AND COORDINATION | 1 812 |
| ADMINISTRATIVE EXPENSES | 57 254 |
| RESOURCE ATTRACTION | 26 100 |
| OTHER EXPENSES | 707 |
| ----- | |
| SUBTOTAL | 195 828 |
| > TOTAL EXPENSES | |
| * LABOR COSTS OF VOLUNTEERS IN CLINICS | 144 706 |
| * LABOR COSTS OF ONLINE VOLUNTEERS | 111 072 |
| ----- | |
| TOTAL | 451 606 |
| * INCLUDING VOLUNTEERS LABOR COSTS | |

► Analytics and Strategy



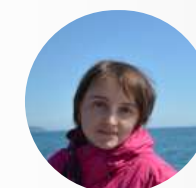
In 2022, we continued to improve financial accounting and management accounting forms in order to have reliable information on the results of the clinics and the organization as a whole at any given time.



We continue to consider the automation of accounting for medicines in clinics as one of our priority tasks. In addition, we have begun optimizing the stock of medicines in our clinics for more efficient and targeted work with patients.

This year, our total expenses, including volunteer labor, amounted to \$440 000. It shows how much the project would cost if the work of every volunteer was paid based on medium salary rate on the market.

It means that in 2022 our volunteers made a huge impact on development of the organization. This impact exceeded the cost of primary expenses in monetary terms.



Marina Perushkina,
Financial Analyst

* the cost of hiring volunteers with salary

► Board of Directors

The amount of tasks our team has requires special responsibility and knowledge of our organization's internal processes. Supporting the legal work of the organization, communicating with partners, holding events, helping with organizational issues regarding volunteers and patients: all of this is a small part of what the Board of Directors of *Health & Help* does.

In Guatemala



José Gabriel Ruano Soto

Representative in Guatemala

helps with legal matters



Marco Antonio Sanchez Muller

Medical Director

helps to refer patients to the right physicians



Hanna Plotnitskaya

Country Director in Guatemala

organizes events with potential donors



Marina Parfyonova

Secretary at Health & Help

responsible for supporting the volunteers in Guatemala



In Nicaragua



Katia Espalter

until Nov. 2022, Director of Health & Help Nicaragua

represents the organization in Nicaragua and in communications with partners



Indira Akhmetova

Representative in Nicaragua

responsible for supporting the clinic's legal work, hosting and supporting staff and volunteers



Karina Basharova

Co-Founder, PR & Mass fundraising director

helps with communication with *Health & Help* partners and friends



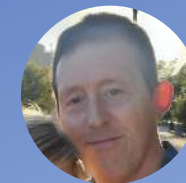
In the US



Eva Williamson

Member of Health & Help's Board of Directors since 2017

officially represents the organization in partner communications in the United States



Scott Williamson

Member of Health & Help's Board of Directors since 2017

officially represents the organization in partner communications in the United States



Victoria Valikova

Co-founder, Board director

works with major donors and *Health & Help* partners



Income in 2022

► Income in 2022

| | |
|------------------------------------|--------------------|
| | US dollars |
| From private donors, donations | + \$137 735 |
| From foundations, donations | + \$30 779 |
| From patients, donations | + \$11 517 |
| Other income (bank interest, etc.) | + \$4 000 |
| Total income | + \$184 031 |



Konstantin Kokines

anesthesiologist
at the International
Center for Foot and
Ankle Surgery

I'm amazed that your team is so young and I'm surprised how well you handle all the challenges without any collaboration from big organizations. You provide medical care to those who need it most.

I feel that you are sincere in your efforts to make the lives of others better. It motivates me to be like you. I support this project because I enjoy doing something of value in this life. The more I help others, the happier I am.

► Donors



Health & Help exists solely on donations from individuals and companies. We do not depend on any religious, political or other organizations, so the support of donors, who have been contributing to the development of the organization for several years, is especially important to us.



Anastasia Loginova

Director of Marketing
agency *Level Up*



Carlos Mejia

Director
ECA Guatemala



Igor Zhaborovsky

The founder and the Head
of the *Infourok* portal and
the *Infocamp* project



Evgenia Ries

Digital Product Manager
at *Syngenta*



Yuri Minkovsky

Donor and organization
consultant



Ellen Collins

Senior Financial Analyst,
Perdue Farms



Jennifer Ridge

Founder and Physician
at *Comprehensive
Dermatology Clinic*

...и many more!

Donor path

► Donor Path



Acquaintance

Donor learns about us from friends, bloggers or from the media.



Studying

Donor visits our social networks or website and studies the details of what we do.



Donation

Donor makes a donation from anywhere in the world.



US account

The donation goes to *Health & Help* account registered in the USA.



Needs of *Health & Help* clinics

Donations allow us to pay for:

- Medications and consumables for patients,
- Electricity and gas in clinics,
- Food for volunteers.



Local accounts in Guatemala and Nicaragua

The donation is transferred to the organization's accounts in Guatemala and Nicaragua.



Our friends and partners

Thank you!

Donor changes someone's life for the better on the other side of the world!

Doctors

live and eat in clinics

Patients

receive high quality medical care and medicines



► Our Friends and Partners

Support of the friends of *Health & Help* inspires us and helps us work more effectively.

We sincerely say Thank you!



Boris Akunin

Writer Grigori Chkhartishvili

— for sharing information about the organisation and supporting us in the most difficult moments.



Fulvia Bratti

Owner of the *Dai Nonni Hotel* in Guatemala

— for accommodating our volunteers who arrive in the evening in your hotel for free for more than 5 years.



Peggy Stranges

Founder and Director of the *Clinica Esperanza* in Roatán, Honduras

— for the regular provision of certain medicines to our clinics.



Giancarlo Melini

— for providing legal advice for the project since 2016, including assisting in the registration of *Health & Help* entity as an official legal entity in Guatemala.



Brother's Brother Foundation

— for regularly providing medication and consumables for our clinics.

► Health & Help in 2022 is...



13

employees



39

volunteers onsite
at the clinics



93

online
volunteers

145

team members

from **36**
countries

8315

patients
were treated

in **2** non-profit
clinics
*in resource-limited
locations*

Plans for 2023

► Plans for 2023

Last year achievements indicated areas of focus for *Health & Help* clinic for 2023.

We are aiming to develop in three directions:

1 Clinics functionality

- **Ensure** the stability of clinics (fully staffed with employees and volunteers, sufficient stock of medicines, developed logistics in case of emergency cases).
- **Asses** impact of medical care on locals' life (via engaging external experts)
- **Improve** the living and working conditions of volunteers and staff (reconstruction of our clinic in Guatemala in project stage, officially employing staff and providing with compatible salaries).

2 Working with volunteers

- **Attract** medical workers and volunteers from the USA and Central America (for better communication with patients).
- **Improve** the quality of candidates (hiring highly qualified candidates for a longer term).

Even more plans



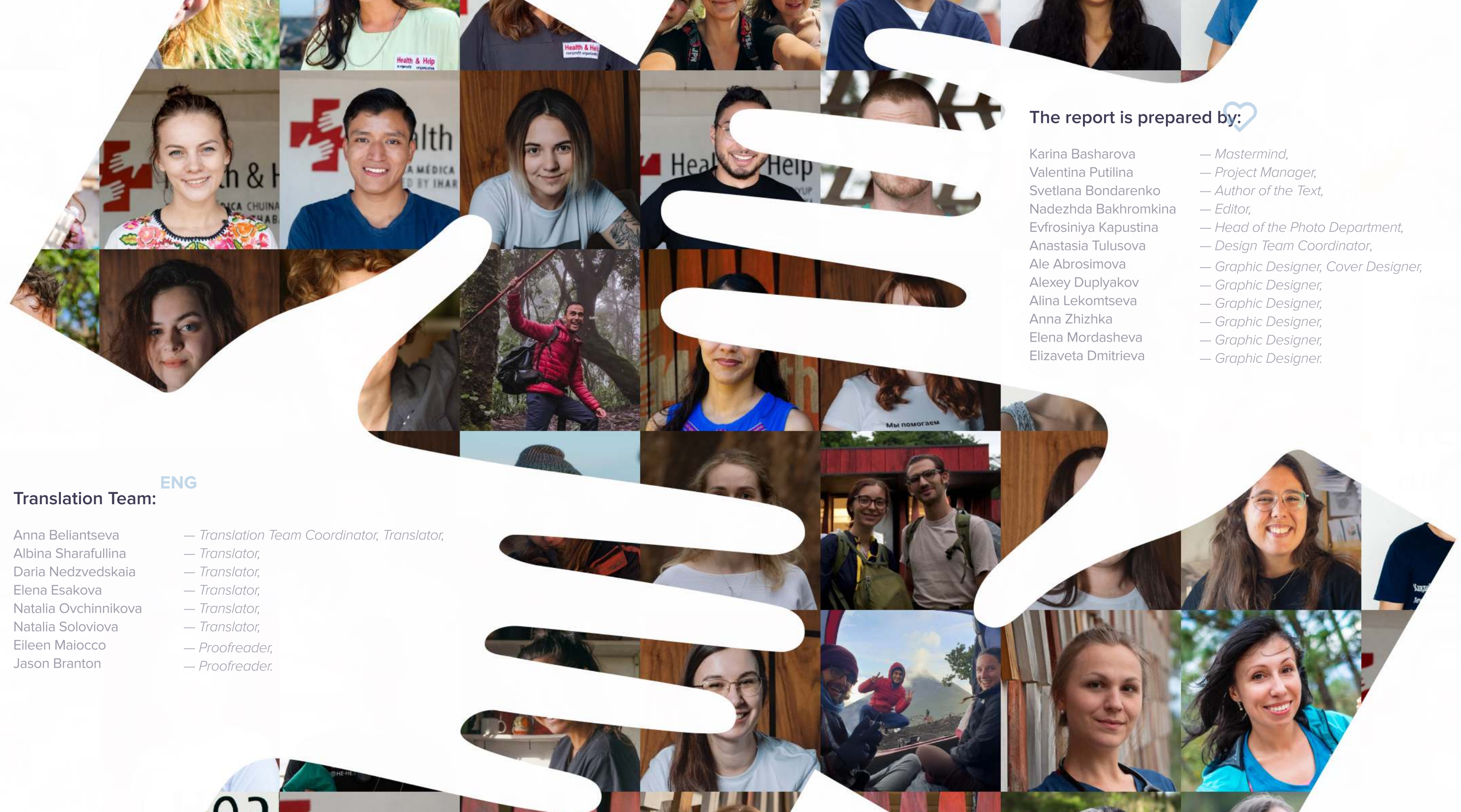
You can easily become
a better version
of yourself,
via helping other
people,
when you join
Health & Help
team

► he-he.org

► Plans for 2023

3 Working with donors

- **Develop** a new fundraising system (creating a fundraising department on a permanent basis).
- **Develop** a strategy of communication with donors (retaining relationship with donors and brand visibility).
- **Expand** the Board of Directors in the USA (engage people who can take initiative and share project's mission so we can develop the organisation in the US).



The report is prepared by:

- | | |
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| Valentina Putilina | — Project Manager, |
| Svetlana Bondarenko | — Author of the Text, |
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ENG

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- | | |
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