

# ANNUAL REPORT 2024

Nobody should die from curable  
or preventable diseases







# CONTENTS

A Letter from CEO Vika Valikova 3

Our Mission, Vision, and Why We Do This 4

Year in Review: 2024 5

Who We Help: Chuinajtajuyup 6

Who We Help: La Salvia 7

Faces of Hope 8

Where Your Donations Go 9

Our Commitment to Transparency 10

Major Contributors 11

Our Team and Board of Directors 12

Our Future Projects 13

Join us 14

Thanks to our team 15

All photos featured in this report were taken during real Health & Help activities and are part of our internal photo archive.



# A LETTER FROM **CEO** **VIKA VALIKOVA**

*Dear friends,*

*Another year has gone by, and it's time for us all to look back and reflect on what we have managed to achieve together.*

*Since 2024, Health & Help has adopted a holistic approach to our work. We understand that behind every illness and every diagnosis, there's the world that shapes the reality of our patients: their living conditions, their work, their family, the environment, their village, community, and countless other factors that influence their health.*

*While we may not be able to solve every challenge they face, **we believe in the power of collaboration.** By working alongside other NGOs, local governments, and developing innovative, personalized solutions, we strive to deliver the best possible outcomes for every person who walks through our clinic doors. I truly believe that this approach will shape a groundbreaking future for Health & Help.*

*I want to express my deepest gratitude to everyone who makes this mission possible: our Board of Directors, our dedicated staff, our volunteers, our generous sponsors, and — of course — our patients, who trust us with their lives and the lives of their children. **Thank you for helping us make the world a more just and compassionate place.***

**Victoria Valikova**  
Founder & CEO, Health & Help





# OUR MISSION, VISION, AND WHY WE DO THIS

## Mission

Health & Help assists people in places where it is difficult or impossible to access basic medical care. We do this through the effort and resources put forth by volunteers and donors. We improve by helping others.

## Vision:

We're not just working for today—we're building a future filled with compassion, where no one is left without care, where health is a right, not a privilege. As a female-led nonprofit, we believe in the power of **compassion, resilience, and community-driven solutions**. Every donation, every partnership, and every person who joins us is part of this incredible journey. Together, we can keep building a healthier, more hopeful world.

## Why we do this:

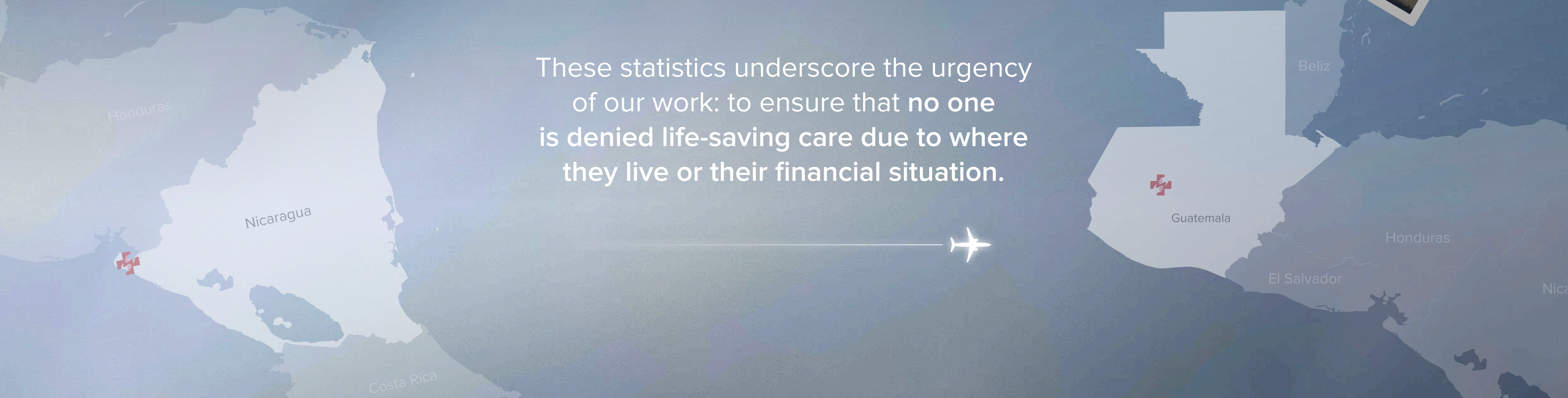
Health & Help exists to bridge the gap in access to essential healthcare in some of the world's most underserved regions.

## Globally:

930 million people spend at least 10% of their household budget on healthcare, pushing many into poverty (WHO, 2020).



These statistics underscore the urgency of our work: to ensure that **no one** is denied life-saving care due to where they live or their financial situation.





# YEAR IN REVIEW: 2024



## A Year of Innovation and Impact

In 2024, Health & Help continued to make healthcare accessible to thousands, strengthened our clinics, and expanded community-driven initiatives. Aligned with the UN Sustainable Development Goals (SDGs), here’s what we achieved together:



### Advocating for Global Healthcare Equity

**Represented** our communities at the UN General Assembly to raise awareness and ensure underserved communities’ needs are recognized by international policymakers.

Our representatives from Health & Help, Ekaterina Stukonog and Ekaterina Korneeva, contributed to important discussions on improving healthcare access for vulnerable populations in Guatemala and Nicaragua.



### Healthcare Services

**Guatemala:** Serving a region of nearly 20,000 people, we provided 2,393 medical consultations in 2024.

**Nicaragua:** Our clinic supports a community of approximately 5,000 people, delivering 1,424 medical consultations this year.



### Strengthening Clinics & Working Conditions

**Installed** new equipment: solar battery, water pump, refrigerator, washing machine, motorcycle.

**Upgraded** furniture to enhance comfort for patients and staff

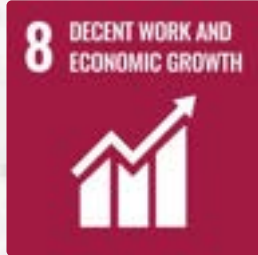


### Empowering Communities

Healthy Food Initiative aimed to provide direct food aid for large families (Nicaragua).

Beach Cleanup Campaign (Nicaragua).

Educational Events for children addressing basic hygiene care and healthy eating habits (Guatemala).



### Investing in Local Talent for Sustainable Impact

60% of clinic personal are local professionals.

**Goal:** Increase this percentage by hiring more qualified local staff and offering competitive salaries to ensure high-quality, sustainable healthcare.

Our dedicated on-site staff includes experienced local professionals and essential team members from other regions who help run our clinics efficiently.



### Strengthening Fundraising & Donor Relations

**Reconnected** with all major donors through optimized fundraising processes.

**Integrated** our website donation platform with Salesforce, allowing real-time tracking of donations from the past three years.



### Commitment to Transparency

**Health & Help** received the Candid Platinum Seal of Transparency — the highest level of recognition on the GuideStar platform — for the second consecutive year.



### Volunteer contribution

In 2024, 41 volunteers worked on-site:

24 in Guatemala and 17 in Nicaragua.

Plus 28 virtual volunteers working remotely. **Total Contribution:** Over 142,000 volunteer hours.

#### Guatemala:

- Leonor Castêdo, Country Director
- Edy Yax Batz, Medical director
- Silvia Poroj, Lead nurse

#### Nicaragua:

- Massiel Jiménez A., Country director
- Orlando Espalter, Administrator





# CHUINAJTAJUYUP

## Who we help:

The region where Health & Help operates is a part of the **Dry Corridor**, an area affected by prolonged droughts, food insecurity, and high malnutrition rates. Chronic malnutrition affects 47% of children under five (World Bank, 2022; WFP, 2024). Poverty is widespread, with over 66% of the rural population living below the poverty line (ENCOVI 2023, INE Guatemala).

The community relies on subsistence farming, primarily growing corn and beans, with limited access to healthcare and clean water. Due to poor road conditions, a trip to a medical facility can take hours, often on foot or using makeshift transportation.



### Barriers to Healthcare in Rural Guatemala:



#### Difficult travel to healthcare facilities:

Many patients walk for hours or rely on makeshift vehicles to access the nearest clinic.

#### Severe doctor shortage:

With only 1.3 physicians per 1,000 people, medical care is often unavailable in rural areas (WHO, 2020).

#### Language barriers:

Many indigenous patients speak Mayan languages, making it difficult to receive proper care in Spanish-speaking government hospitals.

#### Low healthcare funding:

Guatemala's healthcare spending per capita is only \$340.96, far below Costa Rica (\$948.92) and Mexico (\$610.65) (World Bank, 2021), limiting the availability of hospitals, medicines, and trained medical staff.

#### High maternal and infant mortality rates:

Guatemala has a maternal mortality rate of 95.5 per 100,000 live births and an infant mortality rate of 18.8 per 1,000 live births (PAHO, 2024) — more than double the rates in Costa Rica.

## Since 2017,

Health & Help has provided lifesaving medical care, maternal health services, and chronic disease management to approximately **over 21,000 people**, ensuring that patients in Chuinajtajuyup receive the care they need — without financial barriers.



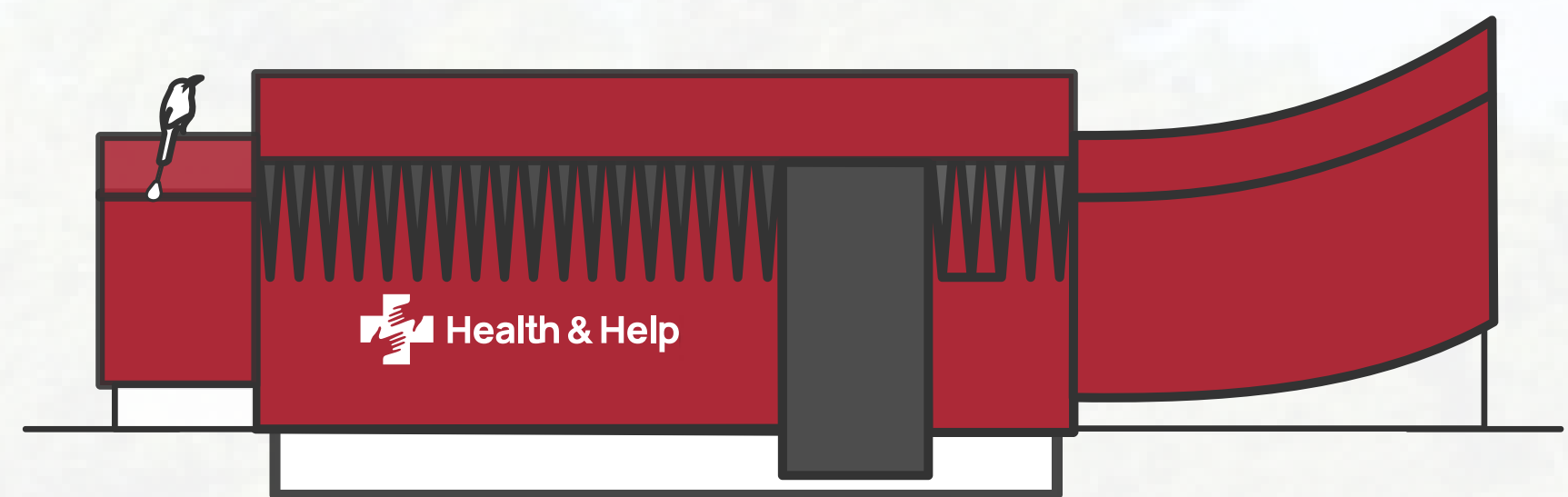
The Clinic  
in Guatemala





# LA SALVIA

La Salvia, a coastal fishing village in the Gulf of Fonseca area, is home  to nearly 5,000 people.



While there are ongoing efforts to strengthen the public healthcare system, communities like La Salvia remain geographically isolated, making it difficult for residents to access consistent medical care.

**Health & Help** plays a vital role in ensuring that patients receive healthcare within their own community, free of charge.



## Who we help:

**Most of our patients are between 25 and 50 years old**, with 60% being women, often seeking care for their children. A typical household consists of 3 to 5 family members with limited access to clean water.

**Income is unpredictable:** While Nicaragua's official minimum wage for the fishing sector is \$7.9 per day (Ministry of Labor, Nicaragua), many families depend on direct sales of what they fish and grow. This influences access to healthcare and essential goods.

**Many rural communities** are geographically isolated, and reaching basic medical care can cost up to \$30 per trip — nearly four times the average daily income.

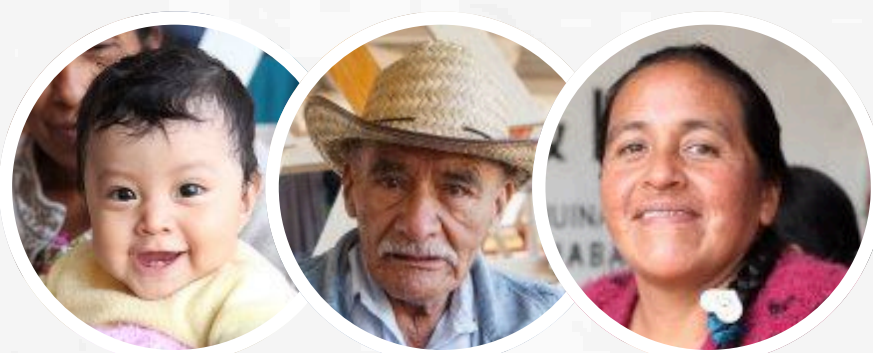
**The community relies** on local fishing and small-scale agriculture, with households adapting to seasonal variations in income and food availability.

**Common health issues** include respiratory infections, cardiovascular diseases, gynecological and urological infections, and limited prenatal care.





# FACES \* OF HOPE



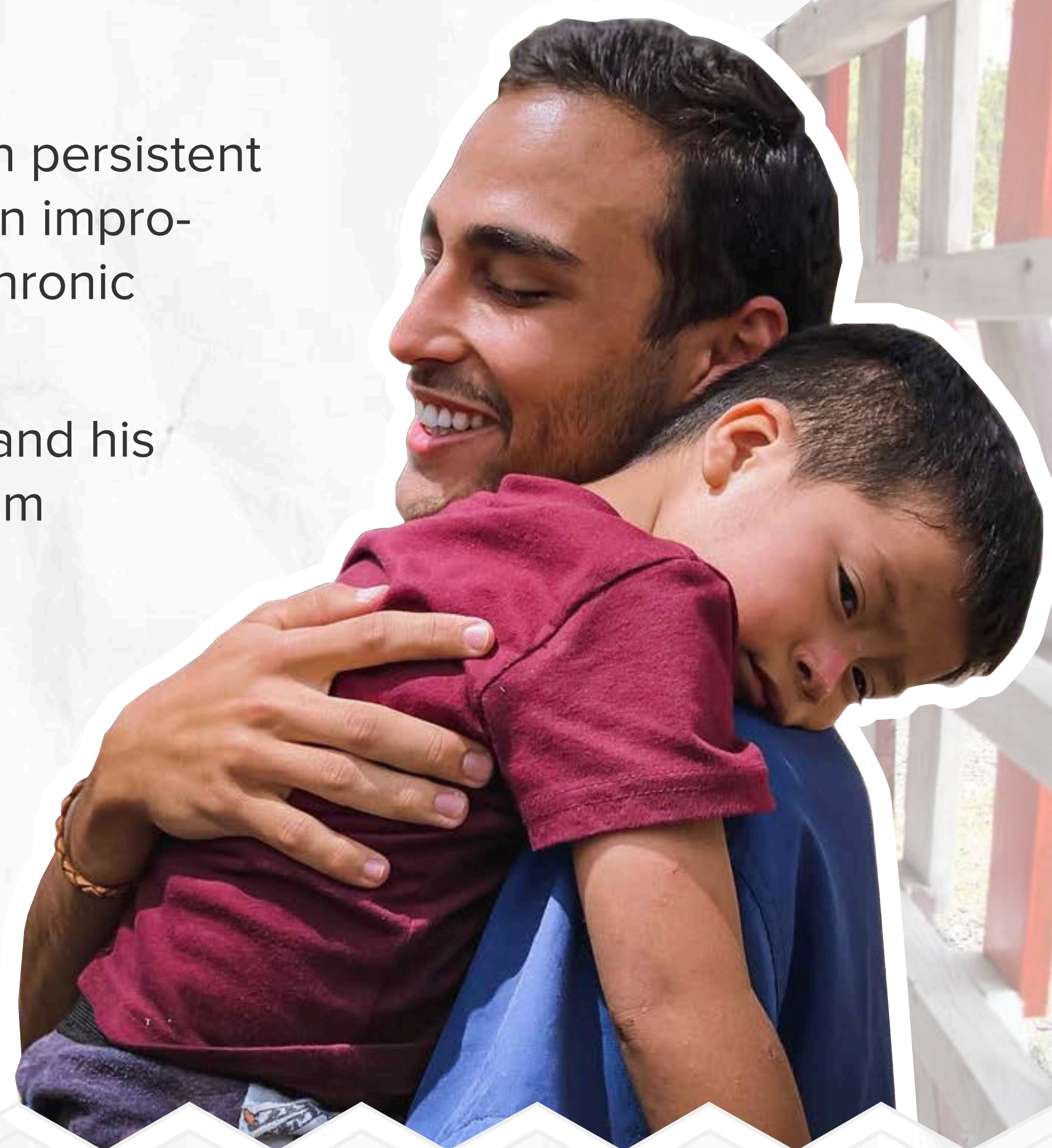
## Miguel's Story

(Chuinajtajuyup, Guatemala)

At just 7 years old, Miguel was brought to our clinic by his mother with persistent fever, worsening cough, and difficulty breathing. His family relied on an improvised fireplace for warmth, exposing them to smoke and cold, while chronic malnutrition made him more vulnerable to illness.

By the time he reached us, his oxygen levels were dangerously low, and his respiratory rate was alarming. Without access to a chest X-ray, our team relied on clinical expertise to diagnose and stabilize him. He received oxygen therapy, IV fluids, antibiotics, and nutritional support.

After just three days, Miguel's condition had improved — his fever was gone, his breathing had normalized, and he was well enough to return home. His case is a stark reminder of how lack of access to basic healthcare can turn a treatable illness into a life-threatening emergency.



## Doña Justina's Story

(La Salvia, Nicaragua)

Doña Justina González Rodríguez, a 42-year-old woman from the remote community of Tigüilotada, faced a difficult journey to receive proper medical care. Her village has no electricity, no clean water, and impossible roads, forcing residents to travel on horseback for hours to reach the nearest health center.

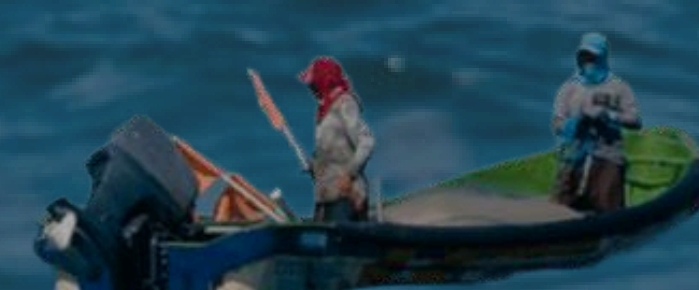
After days of feeling unwell, she suspected she was pregnant and undertook a grueling six-hour journey on horseback to a public clinic. There, a doctor performed a pregnancy test, which came back negative. Without further examination, he offered her a contraceptive injection — but Doña Justina hesitated and refused. Determined to get a second opinion, she set off on another long journey to Health & Help's clinic in La Salvia.

At our clinic, Dr. Brian and our administrator-nurse Orlando conducted a second test and an ultrasound, which confirmed her pregnancy. Overwhelmed with relief and joy, Doña Justina left with essential supplements, medication, and a follow-up plan to monitor her pregnancy.

Her story is a vivid illustration of why donor support is so critical. Thanks to recurring donations, we have essential medicines, pregnancy tests, and skilled medical staff ready to serve our patients.



Health & Help exists for patients like Miguel and Doña Justina — people who would otherwise have no access to care. These stories are just two examples of the thousands of lives we impact each year, thanks to our donors, volunteers, and supporters.



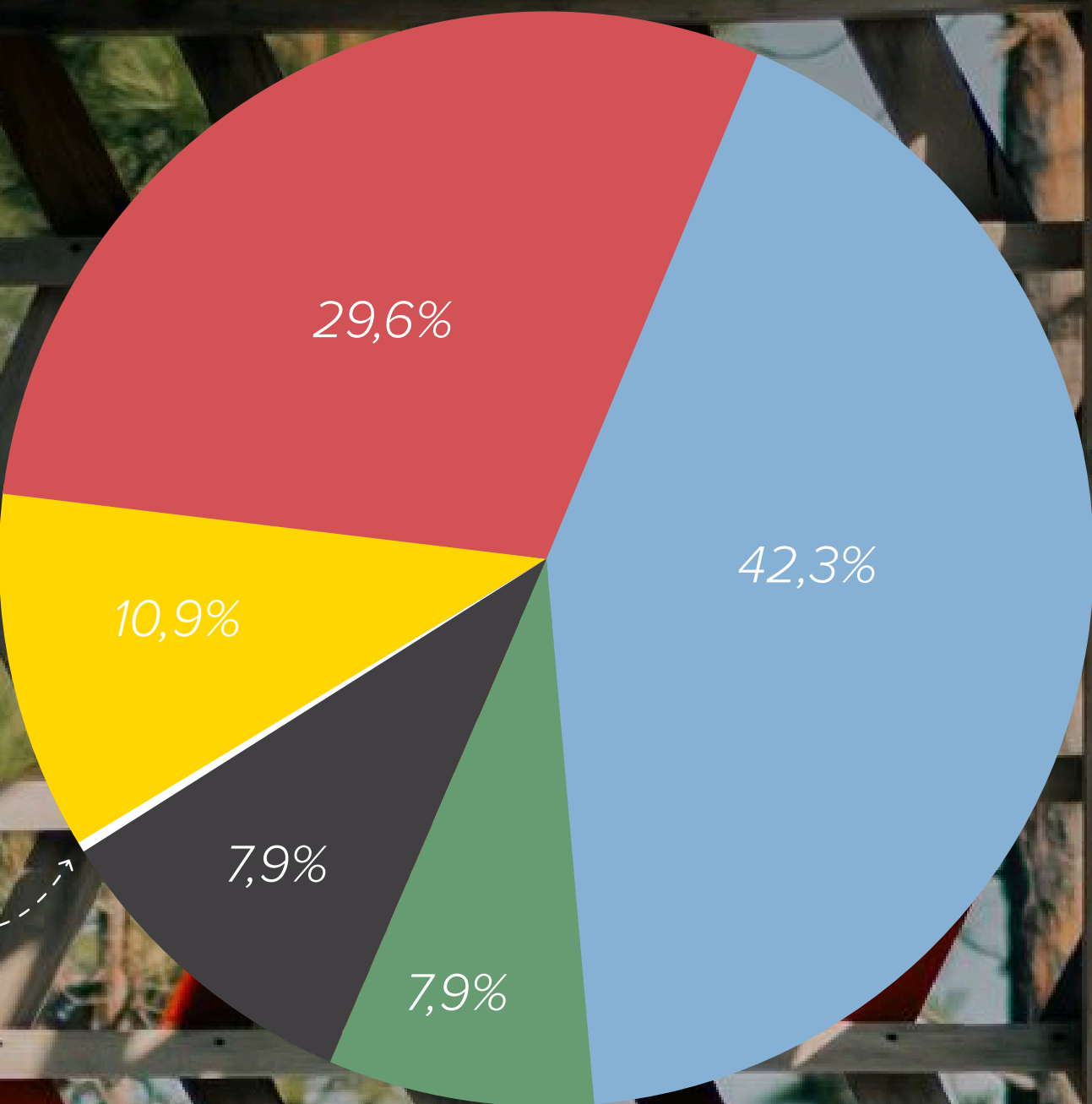
\* People in the photos don't correspond to the story. All matches with real names are accidental.



# WHERE YOUR DONATIONS GO

## Total expenses in 2024, USD

- Medical project in Guatemala — \$179,343
- Medical project in Nicaragua — \$125,218
- Fundraising — \$33,624
- Administration — \$46,173
- Value of online volunteer labour — \$37,743
- Other operating expenses — \$1,460



## Expenses in 2024

Expenses on Medical project in Guatemala	(\$179,343)
Medicines, consumables, medical equipment	(\$36,230)
Local clinics' expenses, including:	(\$45,690)
Roof repair	(\$4,132)
New equipment: washing machine, printer	(\$929)
Value of volunteer labour in the clinic	(\$97,423)
Expenses on other activities	(\$119,000)
Fundraising	(\$33,624)
Administration	(\$46,173)
Value of online volunteer labour	(\$37,743)
Other operating expenses	(\$1,460)

## Amount, USD

Expenses on Medical project in Nicaragua	(\$125,218)
Medicines, consumables, medical equipment	(\$5,657)
Local clinics' expenses, including:	(\$50,553)
Roof repair	(\$9,269)
Motorcycle	(\$1,163)
New equipment: refrigerator, water pump, solar energy storage battery, new bed for volunteers	(\$1,346)
Value of volunteer labour in the clinic	(\$69,008)
Total expenses:	(\$423,561)





# OUR COMMITMENT TO TRANSPARENCY

For the second consecutive year, Health & Help has received the **Candid Platinum Seal of Transparency** — the highest recognition on the GuideStar platform.



*In 2024 we raised **\$488k**, including donations of goods and services.*

## Income in 2024

Donations from private donors:  
regular subscriptions  
one-time donations  
donations from volunteer fundraising  
volunteer labor contribution

Donations from foundations  
Donations from patients  
Other income

Total income

## Amount, USD (Share)

+ \$460,132 (94%)  
+ \$97,184 (20%)  
+ \$154,153 (32%)  
+ \$4,621 (1%)  
+ \$204,174 (42%)  
  
+ \$18,479 (4%)  
+ \$9,265 (2%)  
+ \$783 (0%)  
  
**\$488,659**

We ensure that every contribution directly supports life-saving **medical care** in the communities we serve.



# MAJOR CONTRIBUTORS

This section highlights those whose support stood out in 2024 — through the amount donated, the consistency of their giving, or their involvement in major initiatives.

Yuri Minkovski  
Constantine Kokenes  
Mikhail Nikolaev  
Evgeniya Khokhryakova  
Natalia Zagorski  
Evgeny Krestyaninov  
Dmitrii and Leka Korol  
Verners and Laura Hils

David Haglund  
Jorge Cajas Mota  
Joe Kaczorowski  
Igor Zhabarovsky  
Jennifer Ridge  
Sergey Mendelev  
Zhanna Tlegenova  
Grigori Chkhartishvili

Carlos Meija and ECA Guatemala  
Michail Rybachenkov  
Iliya Sharov  
Patty Parks Keeney  
Veronica Weinstein  
Vyachaslav Ivanov  
Help Impact Foundation  
First Things Foundation

Julia und Harry Reinick  
Vyachaslav Kuznetsov and Bashincom  
Fulvia Bratti and Dai Nonni Hotel  
Anna Magerova and Baltmed  
Peggy Stranges and Esperanza clinic  
Juan Jose Par and Buena Tierra  
Anastasia Loginova  
Vasilina Sokolova  
Elena Collins



**Jorge Cajas Mota**

*donor since 2024,  
donated to roof repairs*

Subscribe to monthly donations >



The first time I saw something about H&H was the «No one should die because of curable diseases» campaign, that made me realize how vulnerable some people are in remote areas.

Donating money is not like a magic wand that will make people's life better, but donating with a purpose can save a life, that's why I decided to donate for the roof restoration, since the clinic provides multiple services for the village and it can make a difference in the long term for them.





# OUR TEAM AND BOARD OF DIRECTORS

At Health & Help, our work is powered by a dedicated team of experts, medical professionals, and nonprofit specialists. Their leadership, experience, and passion drive our mission forward, ensuring that healthcare reaches those who need it most.



**Victoria Valikova**  
*MD, MPH – Founder & CEO*

Victoria has worked across Latin America and the Caribbean, managing healthcare facilities from small health posts to large hospitals.



**Leonor Theotônio Castêdo**  
*MD – Country Director, Guatemala*

Leonor initially joined Health & Help as a volunteer doctor. Now, she leads operations in Guatemala, ensuring efficient clinic management and healthcare accessibility.



**Marina Perushkina**  
*ACCA – Chief Financial Officer (CFO)*

Marina oversees the financial health and sustainability of Health & Help, ensuring transparency and efficiency in budget management and donor funds allocation.



**Maria Kun**  
*HR Coordinator*

With 10+ years of experience in HR and project management, Maria manages volunteer and staff recruitment, onboarding, and training at Health & Help.



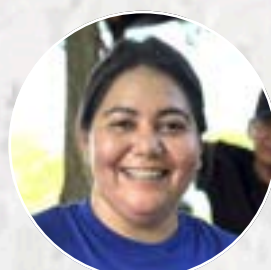
**Mariia Dolokhova**  
*Head of Website*

Mariia has launched and managed IT systems that improve workflow efficiency and online engagement, supporting Health & Help’s digital presence.



**Samantha Horn**  
*Chief of Operations*

Samantha manages the day-to-day operations of Health & Help clinics, overseeing staff, logistics, and medical service delivery in both Guatemala and Nicaragua.



**Massiel Jiménez Arana**  
*RN – Country Director, Nicaragua*

With over 10 years of experience managing rural health centers, Massiel oversees the Nicaragua clinic’s programs, ensuring quality medical services and community health initiatives.



**Ekaterina Stukonog**  
*Fundraising Director*

With extensive fundraising experience at major NGOs like the Red Cross, Ekaterina now drives Health & Help’s donor engagement strategies to ensure financial sustainability and program expansion.



**Uliana Domanova**  
*Chief Communications Officer (CCO)*

Uliana leads strategic communications and storytelling, ensuring the impact of Health & Help’s work is communicated effectively to donors, partners, and supporters.



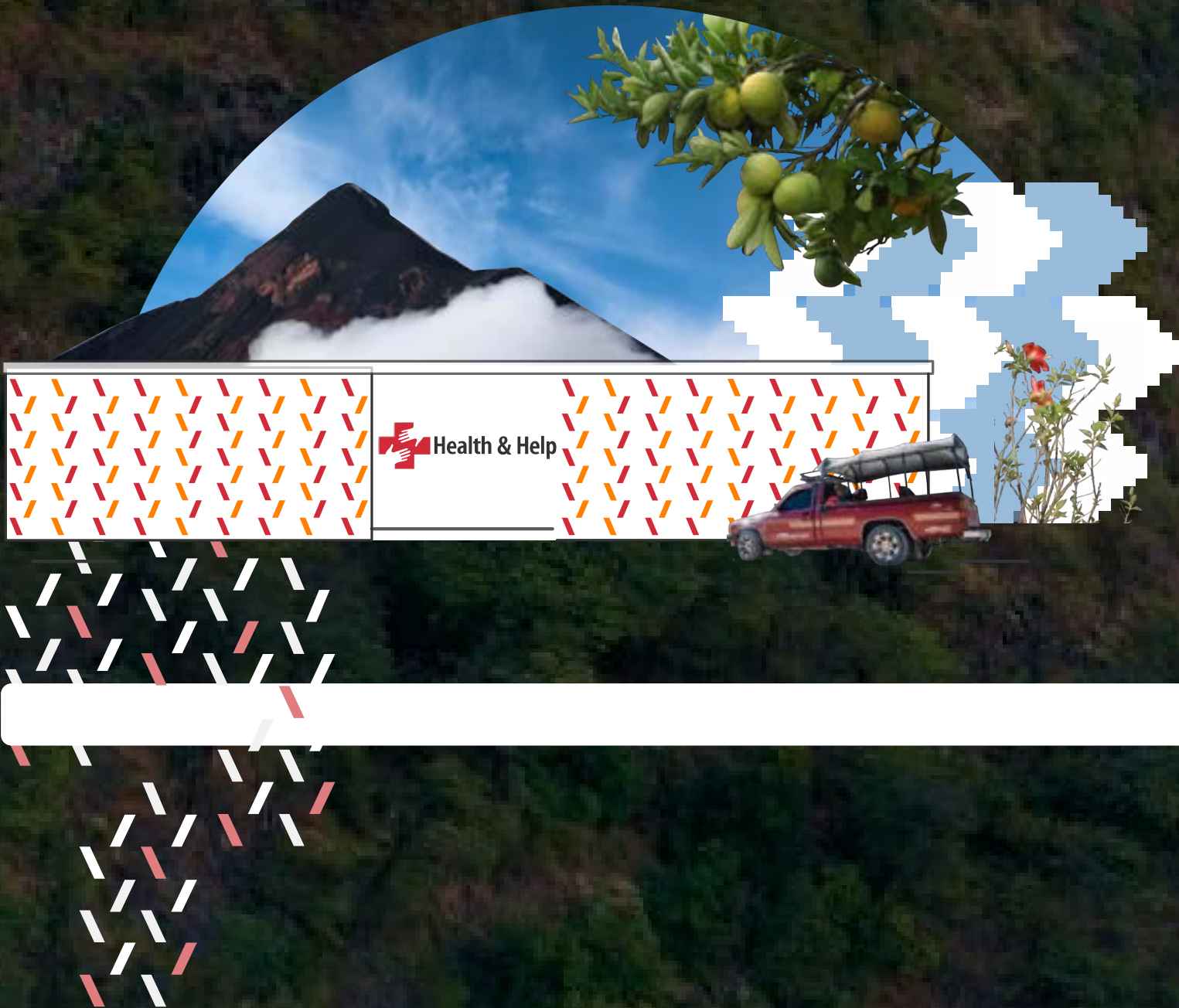
**Maria Melnikova**  
*Fundraising Coordinator*

With 10+ years of experience in international brand marketing, Maria has transitioned into nonprofit fundraising, leading impactful donor engagement initiatives.

 **US Board of Directors:**  
Scott Williamson, Eva Williamson, Viktoria Valikova, Karina Basharova, Elena Zelenevskaia, Roni Amiel.

Guatemala  **Board of Directors:**  
Leonor Castêdo (Legal Representative), Hanna Plotnitskaya, Marina Parfenova, Karina Basharova, Marco Muller.

Nicaragua  **legal representative:**  
Indira Akhmedova

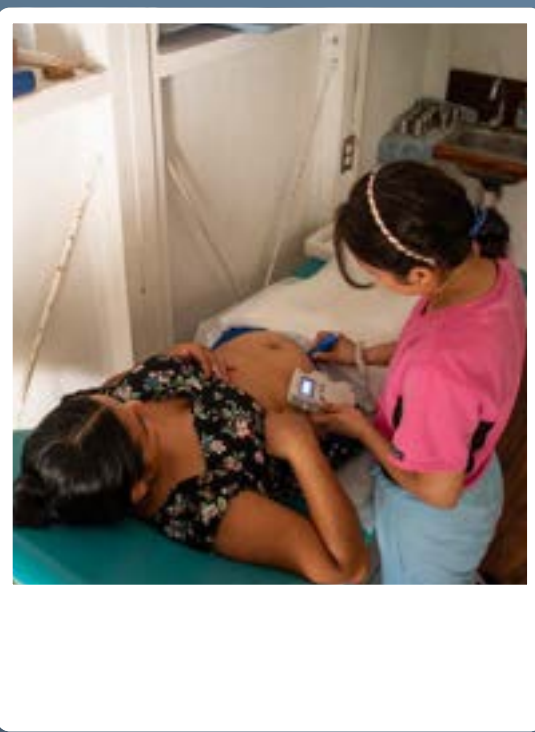




# OUR FUTURE PROJECTS

## Projects for Targeted Funding

Before anything else, your donations keep our clinics open — covering essentials like medicine, staff, and electricity. Only after these basic needs are met can we begin funding the special projects below. With your help, they can become a reality.

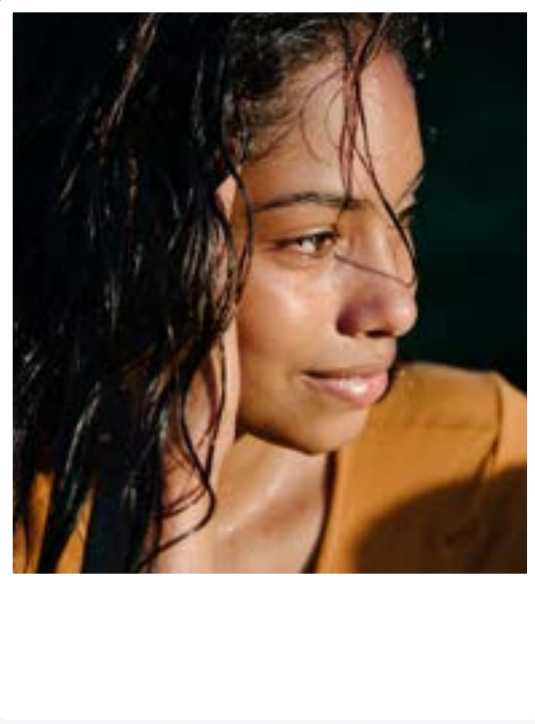


**Expand HPV Screening, VIA Testing, and Women’s Health Services**

Early cancer detection reduces mortality rates and improves long-term health outcomes for women in underserved communities.

**Funding Need: \$20,000 for medical equipment and staff training.**

**Plan for 2025:** Launch pilot HPV and VIA screening programs in our clinics. With our growing patient base, we aim to integrate women’s health screenings into 6,000+ consultations annually.



**Expand Breast Cancer Screenings and Women’s Health Initiatives**

Many women in our communities lack access to screenings, despite early detection being crucial for survival.

**Funding Need: \$2,000.**

**Plan for 2025:** Launch monthly women’s health clinics focused on breast cancer awareness and early detection.

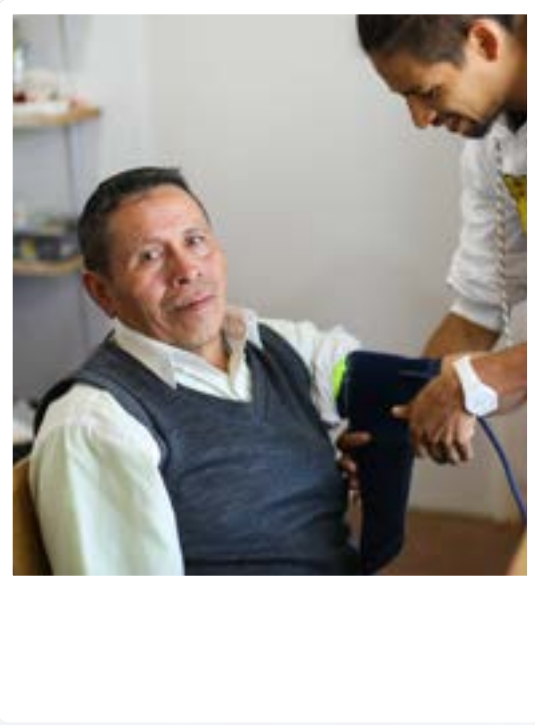


**Expand Diabetes Prevention & Treatment Programs**

Diabetes is a growing health challenge, and access to screening and treatment is limited in rural areas.

**Funding Need: \$20,200 for insulin, medical equipment, community outreach program.**

**Plan for 2025:** Launch a diabetes screening and prevention program to improve early diagnosis and management.

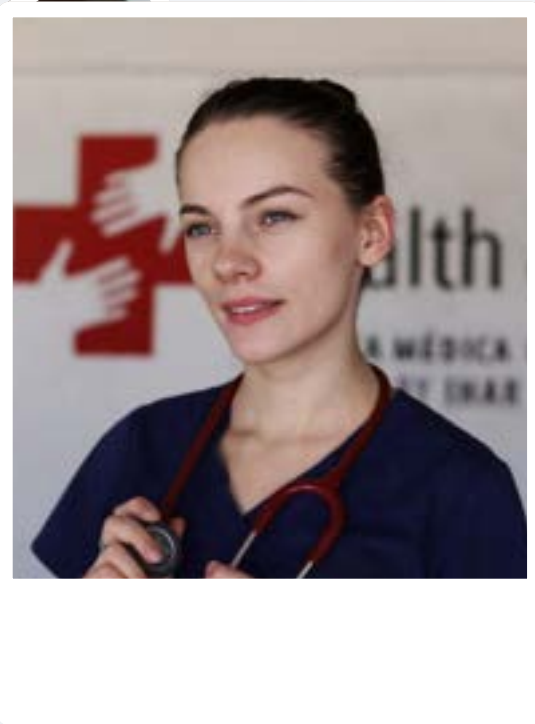


**Implement a Digital Medication Tracking System**

Digitizing medical records prevents medication errors and ensures patients receive the correct treatments.

**Funding Need: \$20,000 for software development and implementation.**

**Plan for 2025:** Identify and implement a digital system to improve efficiency and safety in patient care.



**Take Care of Our On-Site Volunteers and Staff**

Supporting medical volunteers helps us retain skilled professionals and treat more patients in both clinics.

**Funding Need: \$10,000 for essential equipment and facility improvements.**

**Plan for 2025:** Upgrade living conditions to encourage long-term volunteer retention.

These projects are part of our targeted funding efforts, typically supported by major donors. Unless otherwise specified, all regular donations are used to support the clinics’ day-to-day operations.



# JOIN US IN MAKING A DIFFERENCE:

## YOUR SUPPORT CAN CHANGE LIVES!

At Health & Help, we're not just filling the gaps in healthcare; we're building a future where every individual has access to basic medical care, regardless of their circumstances. **As a female-led nonprofit**, we harness the power of compassion and community to drive lasting change.

**By donating today**, you're not just supporting our clinics; you're investing in a healthier world where no one is left behind. Together, let's turn hope into action, and together, let's improve lives. Give today — because health is a right, not a privilege.

Subscribe to monthly donations

**Become** a part of Health & Help



Launch your own fundraising campaign or support us any other way: contact us at [fundraising@he-he.org](mailto:fundraising@he-he.org)

[www.he-he.org](http://www.he-he.org)  
*Luchamos para que  
la gente no muera  
de enfermedades curables*



# WE IMPROVE BY HELPING OTHERS



Health & Help assists people in places where it is difficult or impossible to access basic medical care. We do this through the effort and resources put forth by volunteers and donors. Nobody should die from curable and preventable diseases.

Health & Help is a recognized 501(c)(3) not-for-profit organization by the IRS. EIN: 81-3432192  
[he-he.org](http://he-he.org)

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You made it happen!