EL SALVADOR

El Salvador is a country whose people are warm, hardworking, and proud. It is the smallest country in the Western Hemisphere, one that has struggled with war and natural disasters.

Its current population is more than 7 million, and it is estimated that 2.5 million live in poverty. Of those about 500,000 live in extreme poverty.

Yet, no matter the adversity, the Salvadoran people always seem to pick up the pieces and start anew. Resilience and hard work have always been defining characteristics of the Salvadoran people, but so has their sense of optimism.

When the Salvadoran Civil War took place between the late 1970s and early 1980s, many Salvadorans left the country to flee from conflict. The struggle claimed nearly 75,000 lives. Among those who fled were a group of business leaders who came to the United States. They founded in 1983 the Salvadoran American Humanitarian Foundation (SAHF) in Miami, Florida. SAHF is a 501(c)(3) not-for-profit organization whose purpose is to channel humanitarian assistance in the form of medicines, medical equipment and supplies, food, educational materials, and disaster relief aid to improve the quality of life and meet the needs of hospitals, clinics, rural health posts, orphanages, and nursing homes throughout the country.

Since its inception, SAHF’s considerable success in procuring in-kind donations from U.S. donors imposed a fiduciary responsibility on the Board of Directors to ensure that these donations were appropriately distributed in El Salvador.

Consequently, a sister organization was established in El Salvador that would be responsible for the receiving and distribution of the goods shipped from the United States. FUSAL was chartered under Salvadoran law in 1985 and has been our sister organization ever since.
In 1983, the Salvadoran American Foundation (SAF) was founded in Miami, Florida by Mr. Luis Poma and a group of friends who were concerned about the social issues affecting the less fortunate in El Salvador. Consequently, a sister organization, FUSAL was also formed in-country to be the recipient and distributor of aid being shipped from the United States.

Mr. Poma was an invaluable member of the foundation's growth and vision until his passing in 1996. Since then, his eldest son Ricardo has led FUSAL as its President and his youngest son, Ernesto has served as SAHF’s Vice President. The Poma Family continues to be one of SAHF’s most important pillars, as they generously continue to support and carry on with the legacy that was left by Mr. Luis Poma.

Since 1997, Mr. Jose Eduardo Siman, along with the unconditional support of the Siman Family, has served as the Foundation’s President. For the last 17 years, he has led SAHF in its growth and has been a constant, and caring ambassador of the Foundation’s mission.

SAHF’s efforts are furthered enhanced by the commitment of the members of the Board, who in many instances have volunteered their time and resources since SAHF’s inception. Additionally, we are very grateful to our network of caring and generous donors who allow SAHF to further its mission.

In May 2001, to reflect the work being done, the name of the Foundation was changed to Salvadoran American Humanitarian Foundation (SAHF).
VISION
We envision El Salvador as a country where all its citizens can meet their basic human needs.

MISSION
To enhance the well being of the under-served people in El Salvador through human development programs implemented in partnership with FUSAL, and other organizations.

HUMAN DEVELOPMENT PROGRAMS
- Health Programs
- Nutritional Programs
- Education Programs
- Housing Projects
- Disaster Relief Programs
- Recreational Programs

VALUES
- Integrity: Follow the right path
- Excellence: Shine in every detail
- Love for Work: Accomplish all with passion
- Renovation: Nourish and generate fresh ideas
- Respect: Though different, we are equal
- Solidarity: Do a good deed each day
- Service: Go the extra mile
WHO WE ARE

The Salvadoran American Humanitarian Foundation (SAHF) is a 501 (c) (3), non-profit, non-sectarian, tax-exempt organization that channels aid to El Salvador through its in-country sister foundation FUSAL, and other agencies. Since 1983, SAHF has distributed nearly $600 million in in-kind assistance to more than 700 health-related institutions and programs throughout El Salvador.

SAHF and FUSAL support health, educational and human development programs aiming to improve the quality of life of all Salvadorans. Together, SAHF and FUSAL mobilize the good will, social responsibility and generosity of its caring supporters to promote lasting well-being for the citizens of El Salvador.
In 1985 SAHF’s sister organization was established under Salvadoran law to oversee the receipt and distribution of goods being shipped from the United States. FUSAL is registered as an NGO in El Salvador and it also enjoys the privileges of being a tax-exempt organization.

When FUSAL was established its main offices were at a house that had been converted to accommodate about 5 people. Today the organization has grown tremendously and it is considered to be one of the largest humanitarian organizations in the country. Now it has its own 4-story building, a training center, and a 20,000 square foot warehouse and employs nearly 350 people.
In addition to supporting FUSAL programs, SAHF also supports an extensive network of 728 hospitals, clinics, rural health posts, orphanages, nursing homes, libraries, non-profit organizations and 397 rural health promoters. The outreach of this incentive is nationwide covering all 14 states of El Salvador, regardless of race, religion, political affiliation or gender.

It is important to note however, that we can only mathematically speculate the indirect number of beneficiaries of our vast program that provides in-kind goods to these institutions.

Nevertheless, SAHF is fortunate of several advantages and continues to thrive. Open communication with all beneficiaries via FUSAL staffing maximizes opportunity of our Medical In-Kind Distribution Program.

SAHF supports the In-Kind Distribution program 100%. The aim of the Distribution Program is to supply hospitals, clinics, health centers, orphanages, nursing homes, schools and other non-government agencies with the needed medicines, medical supplies, medical equipment, nutritional supplements, school supplies and other staples needed to provide for an adequate care to their beneficiaries.
During 2013 our sister Foundation FUSAL distributed an approximate $17.3 million worth of these urgently needed relief items that were shipped by SAHF and partner agencies.

**DONATIONS BY CATEGORY**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing</td>
<td>$134,439.39</td>
</tr>
<tr>
<td>Food</td>
<td>$1,553,715.00</td>
</tr>
<tr>
<td>Hygiene Products</td>
<td>$279,277.12</td>
</tr>
<tr>
<td>Medical Equipment</td>
<td>$55,591.52</td>
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<tr>
<td>Medical Supplies</td>
<td>$1,785,064.64</td>
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<tr>
<td>Medicines</td>
<td>$11,722,924.63</td>
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<tr>
<td>Miscellaneous *</td>
<td>$61,893.73</td>
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<tr>
<td>Nutritional Supplements</td>
<td>$235,932.38</td>
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<tr>
<td>Seeds</td>
<td>$854,355.00</td>
</tr>
<tr>
<td>Shoes</td>
<td>$663,217.03</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$17,346,410.44</td>
</tr>
</tbody>
</table>

*Miscellaneous includes accessories, fabric, furniture, office equipment, school supplies and toys*

**Shipped & Coordinated In-Kind Donations**
We are very grateful to all the generous contributors around the United States for the solidarity shown to the people of El Salvador.

We would like to thank our 2013 partners: AmeriCares, Breast Cancer Relief Foundation, Catholic Medical Mission Board, Christian Aid Ministries, Direct Relief International, Feed my Starving Children, Food for the Poor, Free Wheel Chair Mission, Globus Relief, International Aid, Intradeco, Ivory International Inc., MAP International, National Cancer Coalition, Superior Uniforms, World in Need, World Vision, and other companies and individuals who made possible the shipping of this aid.

We would like to also thank the Miami-area individuals, doctors, hospitals and other agencies for the continuous support that we received.

IN-KIND DISTRIBUTION

El Carmelo clinic, founded by the Carmelite Nuns more than 50 years ago in Soyapango, takes in about 270 patients a day.

BENEFICIARIES:
- 36 Hospitals
- 162 Clinics
- 140 Health posts
- 57 Orphanages & nursing homes
- 397 Health promoters
- 271 Private voluntary agencies
- 62 Libraries
- 65 FUSAL run programs

SAHF has been providing medical resources for over 30 years.
In 2004, an extensive nutrition-based program, Libras de Amor or Pounds of Love, was designed to overcome malnutrition.

Over the years, our work in healthcare showcased the intense impact nutrition has on a person’s general well-being and progress. It is the base for health, education, productivity and development.

As a result, Libras de Amor aims to benefit the entire municipality by pin-pointing children under 5, pregnant women or women likely to become pregnant.

Teams consist of doctors, nurses, nutritionists, nutritional promoters, agronomists, and entrepreneurial technicians. To understand and assimilate with families better, teams live within assigned communities Monday through Friday.

From the beginning, the team at FUSAL traces a baseline that includes detailed data related to the families and their surroundings. This includes medical files, living conditions, basic services obtained or lacking, educational levels, and family incomes. Our teams then develop a personalized, holistic, and sustainable nutrition model per individual.
The main objective is to enhance the well being of communities we are able to reach.

Beneficiaries are assessed on the types of commodities that we are able to provide and the outreach supplies may have in the target population. To determine the epidemiological profile of each community we carefully evaluate each potential area of work to gauge their precise needs.

Maintenance and improvements for quality control and coverage in these areas require 12 multidisciplinary teams comprised of doctors, nurses, nutritionists, nutritional promoters, agronomists, and entrepreneurial technicians.

Working closely with each community allows us to establish a trusting and enduring relationship. Furthermore, it allows us to provide services and develop an adoption to healthier living.
Libras de Amor provides beneficiaries the opportunity to have a healthy family achieved through 5 basic components:

**Integral Health Services** – These are provided to the entire family and include:
- General medical consultations
- Periodic follow ups for healthy children
- Prenatal and postnatal services for expecting mothers
- Vaccinations
- Reproductive and sexual health awareness

**Nutritional Consultations** – Malnourished children are treated periodically by a nutritionist who:
- Monitors their weight and height
- Measures level of hemoglobin to detect presence of anemia
- Gives them vitamin supplements according to their needs

**Food Staples** –
- **Food availability:** Through the development of productive agricultural projects where families learn how to produce and grow their own nutritional family farms.
- **Food Access:** Through the strengthening of abilities and skills that help families to establish a business or access a job that can generate income to buy food.
Health Promotion -

Through different educational activities, beneficiaries learn to adopt healthier ways of life. Such topics as environmental awareness, hygiene, purification of water for proper human consumption and waste management are discussed.

All health and nutritional services are provided by a Technical Health Team to meet the needs of each specific geographic area. A typical team consists of: 1 doctor, 1 nutritionist, 1 nurse, 4 health promoters, and 20 voluntary nutritional counselors.

Each team has the capacity to assist 1,200 families. The Technical Health Team resides in the community they serve and visit the different families they support every two weeks to monitor their progress.
Income Generation –

In municipalities with more tourism potential like Apaneca and Ataco, Libras de Amor promoted activities of technical and vocational training to artisans and entrepreneurs to improve their marketing skills and business management. For income-generating activities, there is a market technician who provides marketing and technical assistance in business management and provides advice to all initiatives, especially those who are already working and need to improve their packaging and presentation for the placement of products in the local market.

In support of these new entrepreneurs, in each municipality agricultural fairs are being developed as places to promote nutritional products and boost marketing.
Social Sustainability: Education & Empowerment

This initiative seeks to accompany families through a process of change, in which they accept the responsibility of their actions and decisions regarding health, both individually and within their community.

To ensure long-term sustainability, involvement lasts between 5 to 7 years. Over time, work is done to strengthen the aptitude of communities in subjects like nutrition, productivity and entrepreneurship.

This is accomplished by a means of continuous workshops that empower community leaders. This way, when LDA concludes its intervention, they will be well-versed and able to maintain new living standards.

In the first year of SAHF’s creation we were able to ship one container of goods to El Salvador. During 2013 SAHF was able to ship and coordinate the shipment of 23 ocean freight containers and 3 air shipments of humanitarian aid, valued at approximately $17.3 million.

Since inception, SAHF has been able to ship and coordinate the delivery of nearly $600 million of humanitarian aid at less than 1% of overhead expenses.

In Apaneca, the first Libras de Amor Program location started in 2004. Since then, the rate of chronic malnutrition went from 47% to 9% in 2013.

Evaluation & Monitoring

Local teams follow 6 specific key performance indicators to gauge the success of our intervention on a semester and annual basis.

Impact Indicators:
- Chronic malnutrition
- Global malnutrition
- Acute Malnutrition
- Per-Capita Income
- Process Indicators:
  - Number of Active Community Volunteers
  - Number of Active Productive Initiatives
In 2013 there were 25,000 families participating in this program. It now reaches 21 of 65 communities determined by the Ministry of Health as the most affected by rural malnutrition.

Operational in eight different rural areas of El Salvador (Santa Ana, Ataco, Apaneca, Guaymango, Santa Catarina Masahuat, San Antonito del Monte, Morazán and San Julian) with coverage of more than 150,000 beneficiaries.

SAHF along with the guidance of FUSAL, plans to continue to work with communities in every scope to ensure the positive transformation of health habits and practices.
This includes natural disasters such as earthquakes, volcanic eruptions, mudslides, floods, hurricanes, etc. As well as national epidemics of pneumonia, dengue, and diarrhea.

Post Emergency Efforts:

In the event of a natural or man-made disaster, SAHF is able to activate this program to augment the aid sent to El Salvador.

For example towards the end of 2009 when Hurricane Ida struck El Salvador, SAHF and FUSAL created a Relief Registry to help victims this hurricane reconstruct their homes by providing them with household items.

Each family would receive a family package including:

- 1 gas burner/cook top
- 4 beds or 2 bunk beds
- 4 sheet sets
- 6 glasses
- 6 plate settings
- silverware for 6
- plastic containers
- 4 towels
- 1 dining room table and 4 chairs
- 1 crib
Proyecto País is the newest human development program being implemented in El Salvador, whose main objective is to build together with the community, an environment of harmony and peaceful coexistence in the context of primary social violence prevention.

This is achieved through recreational activities or sports in public spaces, as a stimulus, for children 6-18 years of age from various communities. Currently active in six communities with over 8,070 kids in participation.

On site are expert teams of psychologists that guide them and help them to start transforming their personal reality, strengthen their self-esteem and other areas of positive development such as autonomy, tolerance, capacity for decision-making, among others. In a community level, they work with assertiveness skills for conflict resolution and social commitment, to name a few.
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