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# REIMAGINING ORPHAN CARE

**ONETRACK**  
INTERNATIONAL

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# 2020 IMPACT REPORT

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## LETTER FROM THE BOARD

The year 2020 will be remembered by most as one of the truly challenging periods of human history. It certainly brought on a glut of destructive forces, in respect to global health and individual lives, economic hardships, and a retreat from transnational coordination; and, these will forever be the tragedies that will surface in our minds when we reflect upon the pandemic. However, it was also a year of polarity and the devastation at the foreground of the Covid-era newsfeed will always overshadow some of the more advantageous secondary effects that will emerge only once the catastrophe subsides: while there were so many that suffered from the virus itself, the race for treatments and cures also led to monumental strides in scientific achievement; while an erratic global economy damaged so many peoples' situations and prospects, new innovations and systems derived to weather that uncertainty will be another irreversible byproduct of the pandemic; and, despite the 'fend for yourself' mentality of geopolitical 2020, we are starting to see multilateralism rise again as the world fights to bring infection rates down..



Just as the planet suffered such polarizing conditions, ONETrack International too experienced adverse outcomes in every aspect of our mission. From an Operations standpoint: While we are happy to report that none of the villages that we work in encountered any major outbreaks, there were certainly many losses in the developing world as economies closed, went on long lockdowns, families received fewer remittances from overseas and there was virtually no tourism in places that rely on it – and this added mounting pressure on already strained households. In addition, there are always lingering fears of what an outbreak could do to remote and rural villages with limited access to the health equipment required to fight the virus (and as all NGOs, we also had an abundance of non-pandemic matters to tend to – a conflict in Cameroon, two hurricanes in Honduras, and an economic collapse in Zimbabwe – to name a few).

**As an Organization: The ONETrack model proved extremely resilient! As policy, ONETrack has always made it protocol to have our field teams composed completely of local coordinators and staff, and as other charities scrambled to recall expatriate personnel 'from the field'; we charged on – business as usual. Also, our philosophy to maintain extremely low overhead and exist solely as a virtual office almost seems prescient now, because by the time the pandemic hit, our day to day was already working through the online platforms that most companies hurried to acquire and learn. As for our Fundraising Efforts: Despite the world undergoing a collective trauma not met in generations, and despite all the anger and blame on the façades, HUMANITY CAME THROUGH! We saw a colossal rise in individual giving and massive increase in our volunteer force- like never before! People from all backgrounds, regions of the world, and political creeds were excited to be part of our programs, despite all that was going on in their personal lives, and while a lot of viciousness consumed the headlines this year, compassion and sympathy found its way to a lot of folks that needed it. And, we need to thank our incredible Senior Executive Team, our outstanding Volunteer Staff and amazing Mission Ambassadors for all that you did to make 2020 such a success; and, to everyone who donated to our volunteered for our children in the year of 2020, we thank you so much for your continued faith in humanity.**

Shaun Bamforth, Executive Director

Todd Finklestone, Director of Operations

# » WHO WE ARE

Our vision is a world in which the Global Orphan Crisis is better managed and all orphaned children have the opportunity to grow as a member of a family, receive proper educations and healthcare, as well as one in which orphanages and international adoption are reserved as an important function for those cases without other options.



## MAKING A GREATER IMPACT

By supporting the children in our programs, you are making a greater impact in the communities we work in by alleviating the orphanages or community caretakers of unnecessary cases and relaxing their resource strain (which creates a better life for those still in their care). ONETrack provides funding for schools that would be otherwise unavailable, and this impacts both the faculty as well as the other students. Our health initiatives minimize risk of outbreaks of vaccine-preventable diseases, promote proper nutrition and hygiene, and we coordinate regular sport and exercise programs. Educating our children about healthy lifestyles is important. Studies repeatedly link good nutrition to learning readiness, academic achievement, and a decrease in emotional problems.

## REIMAGINING ORPHAN CARE.

There are currently an estimated 150 million children worldwide who have been orphaned by a variety of tragic circumstances.

Sadder still is that most of these children have been harmed by a second injustice and many are unnecessarily suffering in overcrowded and under-resourced institutions. ONETrack International believes that the response to this crisis needs to be reassessed and better solutions need to be put in place! We have a proven system as a successful practice in family preservation programs across the globe.

At the community level, ONETrack International supports orphaned children by removing them from overcrowded and under-resourced orphanages and placing them in the households of biological family members or other trusted guardians in their communities of birth; or, by taking preventative measures to ensure that children who are at-risk of being placed in institutional care, will not be separated from family for economic reasons or because they lack crucial resources.

ONETrack supports families by funding essential services for children, such as education and health care, as well as any caretaker support required to keep family members together in a secure environment.

# » KEY EXPERTISE

## PARTNERING WITH THE EXPERTS.

The ONETrack International team has over 15 years of experience in alternative orphan-care techniques, having initially proven our approach a success with our groundbreaking CameroonONE In-Home Sponsorship projects.

We advocate and practice our forward-thinking orphan-care principles at both the community and global levels by supporting and advising organizations that work with parentless and vulnerable children around the world.



## TRANSPARENCY IS KEY.

In October of 2020, ONETrack International received the Platinum award for the highest level of recognition from charity watchdog, Guidestar for our innovative orphan-care techniques. Guidestar works to advance transparency and enable users to make better giving decisions. ONETrack International was previously recognized with the Gold Seal of Transparency.



*"We appreciate Guidestar holding the industry to a standard and recognizing the organizations that go above and beyond in their respective service."*

- Hilary Hahn, ONETrack Media and Marketing Director

# » HOW WE REIMAGINE



## TRANSITION TO HOME

The impact of child separation and institutionalization is severe and can last a lifetime. It is important to transition a child out of institutionalized care and into a family home so the child may experience social, emotional and intellectual stimulation, which can hamper the healthy development of a child's brain. Shut away from mainstream society, these children are also particularly vulnerable to violence, neglect and abuse.

Our **Transition to Home** approach to family reunification means protecting an orphaned child's rights to be raised by biological relatives, or other suitable providers, within their communities of birth in situations where it is practical and appropriate.



**4 OUT OF 5  
ORPHANS HAVE AT LEAST ONE  
LIVING PARENT.**

## THE PROBLEM

According to UNICEF, "Approximately four in five orphans have at least one living parent—and sometimes both—who cannot care for his or her child. The central reason why these children with living parents are being orphaned? Poverty."

As a result of poverty, basic needs for survival such as food, water, health, shelter and education are not met. Families of orphaned children struggle with providing proper care for their children and therefore, may feel as though they have no other choice but to place them in an orphanage. It is important to realize what the true problem of the Global Orphan Crisis is: It is not orphans- it is the mishandling of the response by the global community and the negligence of the commitment to finding real solutions to better serving orphaned children!

## THE SOLUTION

ONETrack International works hard to promote the **Transition to Home** alternative that places parentless children in the homes of suitable providers or biological family members within their communities of birth (in cases where orphaned children still have surviving relatives)! We have proven this system as a successful practice in our projects in West Africa (through our CameroonONE programs) and have now expanded to introduce our approach to other communities across the globe by finding parentless children suitable homes and ensuring that they receive a proper education, appropriate healthcare, food and safety.



# KEEPING CHILDREN WITHIN THEIR COMMUNITIES OF BIRTH.

We work to uphold, introduce and train globally-recognized international laws and standards that protect an orphaned child's rights to be raised by biological relatives, or other suitable providers, within their communities of birth in situations where it is practical and appropriate..

# KEEPING CHILDREN SAFE

There are many factors that contribute to a child's overall health, and it is important to care for all these factors in order to ensure that a child enjoys a long, healthy, and happy life. At ONETrack International, we are dedicated to finding homes for parentless children but their care does not stop there. We aim to care for children in all aspects, including giving them a healthy life to ensure a bountiful future.

## 01 HEALTH EDUCATION

Health education is important for both children and their caretakers. This is the first step in implementing an effective health care plan. In addition to basic hygiene, nutrition and prevention methods, children are also educated on risk of infections, signs of disease and mental wellbeing. Girls are also educated on female hygiene and how to manage it to minimize school absences and embarrassment.



## 02 HYGIENE

Maintaining proper hygiene can reduce the chances of children developing illnesses or infections, and lead to having good overall health. At ONETrack International, we ensure good hygiene habits for all the children in our programs. Caretakers are held responsible for making sure children wash their hands and brush their teeth daily.

## 03 NUTRITION

Developing countries are especially at risk of children suffering from malnutrition. Not getting enough nutrients can lead to children suffering low weight, stunted growth and put them at greater risk of developing infections and illnesses that could become fatal. In fact, malnutrition is estimated to be the cause of more than half the deaths of children in developing countries every year.



## 04 TREATING AND PREVENTING DEADLY ILLNESSES

Children are especially susceptible to becoming ill, and are more likely to suffer from complications and fatalities due to their illness. OTI finds it crucial that our partners educate caretakers on how to prevent and treat the most common illnesses that can lead to deaths in children. The top most deadly diseases for children include pneumonia, diarrhea, malaria, tuberculosis, and HIV/AIDS.

## 05 CLEAN WATER

It is estimated that nearly 80% of illnesses in developing countries are a result of contaminated water. Children whose bodies and immune systems are still developing are especially at risk of dying from water borne illnesses. That's why, at ONETrack International, ensuring the use of clean water is an imperative aspect within our Child Health Plan.



## 06 VACCINATIONS AND IMMUNIZATIONS

For children and families in developing countries, vaccines can prove to be life-saving. They are an essential element of ONETrack's Child Health Care Plan. Immunizations can also protect others who are interacting with a vaccinated child. Receiving a vaccination can result in saving families time and money while protecting future generations.

### 3 IMPORTANT REASONS TO VACCINATE A CHILD

➤ **Immunization can save a child's life.** According to researchers Ozawa and Stack (2013) there are six life-saving vaccines that are available in 72 low to middle-income countries. It is estimated that these six vaccines could save up to 6.4 million lives, as well as prevent around 63,000 children from becoming disabled, and helping to avoid 426 million cases of illness.

➤ **Immunization protects others interacting with a vaccinated child.** Immunizations are not only for the child, but for the protection of the rest of the population. We refer to this as the "herd immunity" effect which has to do with those in the population who have not been vaccinated being protected from diseases and also receiving other benefits from those who have been vaccinated (Ozawa & Stack, 2013).

➤ **Immunizations can save the family's time and money.** In addition to the health benefits, the economic impact is a compelling aspect of child vaccinations as well. Vaccines save millions of dollars in healthcare spending, as well as give freedom to families by preventing them from potentially crippling medical costs allowing them the freedom to invest that money elsewhere, such as education.

### THE NEED FOR SAFE WATER CONSUMPTION

Water is a basic life necessity. Many people around the world live without clean water, especially in developing countries. According to the United Nations (UN), 1 in 3 people do not have access to safe drinking water, and 2 out of 5 people do not have access to facilities to wash their hands. The World Health Organization (WHO) estimates that "by 2025, half of the world's population will be living in water-stressed areas".



Safe water consumption can reduce the spread of diseases. According to the WHO (2019), in developing countries, "22% of health care facilities have no water service, 21% no sanitation service, and 22% no waste management service". Children are especially at risk for diseases that are contracted from unsafe water consumption making the need for better pediatric health care that much more important. This improved healthcare could also result in many long-term benefits, such as better school attendance (World Health Organization, 2019).



# STUDENT SPOTLIGHT

## Lilianna: Caring For Others During Lockdown

Despite being known for its beautiful beaches and ancient Mayan ruins, Honduras suffers from extreme poverty with more than 60% of its population living below the poverty line. With unequal distribution of income, high unemployment and poor quality education, girls living in Honduras are the ones suffering the most. Furthermore, women are being paid an average of 30% less than men working similar jobs - this makes it hard for girls to grow up and find a sustainable job to support their family. Lilianna (*\*not her real name for safety purposes\**) was one of those girls.

### A NEW FAMILY

The Hogar de Amor family home is a place for children whose situations are such that they cannot be reintegrated with their biological family. The home is a unique alternative to institutional care as the children of Hogar are raised together in a loving family environment. They are able to share an upbringing and receive a proper education as well as good health, nutrition, and a sense of community.

Lilianna first came to Hogar as a small child and is now 17 years old. Like many children that are in Transition to Home programs, she has a history that carries with it some emotional trauma, however, she is highly intelligent and an immensely caring person who constantly does positive things for the other children at the home. Lilianna's own experiences during her years prior to Hogar have helped her develop a wonderful sensitivity to others' needs, and as she has grown older, she has been able to offer care and guidance to the younger children she considers siblings.

### LOCKDOWN

After an extraordinary year featuring an unprecedented pandemic, the world tries to reclaim a sense of normalcy, albeit ever so slowly. In mid-April, the US Center for Disease Control reported over 125 million people in the U.S. had been vaccinated, either initially or totally. Fortunately, reported cases of COVID-19 in the US have fallen drastically from their peak at the end of 2020. Still, by every measure, from the stock market to the reopening of movie theaters and other public spaces, Americans and many in the developed world seem to be moving forward.

In other areas of the world, it's not quite so easy. Honduras has the highest number of COVID cases in Central America at nearly 200,000 and a daily spike at approximately 1,500 cases a day. To compound the problem, there are a mere 20 ventilators in the

Women and girls in Honduras aged 15+ spend 17.3% of their time on unpaid care and domestic work and succeed an out of school rate of 17%. This can likely be contributed to adolescent birth rate of 103 per 1000 for girls between the ages of 15-17. (UNWomen.org)



country to share among its over 9 million population. Naturally, there was much alarm among the country's most vulnerable communities and, administrators being concerned about the devastation that major outbreaks could inflict, planned for the worst. As a result, Honduras experienced some of the strictest and longest lockdowns in the world. The children of Hogar de Amor, in an ONETrack International (OTI) area of operations, have been on lockdown for nearly a year, even isolating through two destructive and terrifying hurricanes.



### A BRIGHT FUTURE

For Lilianna and her Hogar family, 2020 started off as a year just like any other. As a 17 year old living in Honduras, Lilianna was looking forward to maintaining her good grades in school, performing dance recitals, and pursuing a path to self-discovery. She was ready to dip her toes in the murky waters of reality and venture beyond the comfort of her familiar situation. However, for Lilianna and her Hogar family, 2020 was anything but familiar.

Despite having her own studies and interests, Lilianna always puts others above herself and this is no more exemplary than how she cared for her Hogar family throughout the long periods of lockdown. A year of lockdown with several young children is not an easy task. Hogar has children of many age groups, and keeping everyone engaged, fed, focused on their studies and happy is a herculean task. Lilianna stepped in and did what she does best: cared for everyone during these toughest of times. She is a natural leader and has made sure that everyone completed their homework (helping them as needed), and contributed with insightful advice while they all adjusted to remote learning, virtual classes, and online Zoom sessions. She also assists with daily administrative tasks that help support the home. All of this while tending to her own studies and preparing for college.



Lilianna loves dance. She has become a leader at the dance ministry. Before the ministry, she took ballet lessons for five years, and reached the advanced classes where she received several medals. She is now in eleventh grade and looking forward to attending University. She has learned English and already wants to learn several other languages during and after university.

### THANK YOU.

**It is always a very special thing for us to see those within our programs supporting others within our programs. We anticipate amazing things for Lilianna and a bright future. Her intellect, wonderful personality and empathy will definitely take her far and her compassionate personality and all of her future achievements are a true testament to the benefits of being raised in a family environment and in a home of love.**

# Lilianna

In English, Hogar de Amor means Home of Love. At Hogar de Amor, children are accepted into a loving family where they can grow with empathetic brothers and sisters who make them feel included and empowered while ensuring their safety and health.

# » FUNDRAISERS

2020 was nothing short of surprising. We at ONETrack International feel so fortunate to have such an amazing team of volunteers that persevered through the madness with us and made 2020 a monumental year for our organization and the children and families that we serve.



## 2020 END-OF-THE-YEAR CAMPAIGN

2020's End-Of-The-Year Campaign (EOY) was aimed to demonstrate how impactful a \$20 dollar donation can be by featuring 20 unique ways it supports the children and families in our programs. Our team of hard-working interns and volunteers kicked off the campaign December 1st, 2020. Every day for 20 days, we posted a new video submission explaining how a donation of \$20 can make an impact for children around the world.

We are so thankful that the EOY campaign was a massive success! Those who donated made an important impact in 2020 by providing a safe and healthy holiday season for children and families around the world.

**Because of our amazing volunteer and donor community, the 20/20/20 video reached over 3,700 new viewers!**

While the COVID-19 pandemic managed to disrupt so many aspects of everyday life, those living in developing countries also greatly experienced the economic effects of the global shutdown. As a result, the children and families in our programs needed additional funding for basic needs and ONETrack needed to prepare for any potential health crises that could impact the communities that we support. Many of our regions of operation endured lengthy lockdowns and due to the disruption in global education as a whole, some schools switched to remote learning or irregular classrooms, which can be a real challenge in areas where internet connectivity can be limited.

Many of the things that the children in our programs rely on are funded through school programming supported by ONETrack, but which are distributed on school grounds while the children have assembled in a central location.

These may include midday meals, vitamins, clean water and things of that nature; however, school closures in some places meant that distributions had to take place off campus and ONETrack field teams had to reallocate time and resources to ensure that OTI families were staying safe and healthy during this time by putting into place systems to better support at-home services.

The 20 Ways Your \$20 Can Help In 2020 campaign was a significant contribution to funding long-term solutions to these unexpected changes

ONETrack International's work is made possible because of generous individuals who want to make a difference in the futures of children. We are always on the lookout for new and fun ways to generate awareness and donations in support of OTI's initiative.

## 2020 VOLUNTEER FUNDRAISERS

### ONETRACK VIRTUAL CONCERT SERIES AND ALBUM

In February of 2020, ONETrack International volunteers started the ONETrack Virtual Concert series featuring artists from all around the world. The ongoing series of donation-based concerts gave individuals the opportunity to enjoy performances by talented musicians from the safety of their home throughout the year. All proceeds were donated to ONETrack.



The "Make Music Mean More" Fundraising album was released in June 2020.

### VIRTUAL YOGA & HIIT

FIND YOUR BALANCE FOR A CAUSE was a weekly virtual yoga class held in May 2020. The class was successfully promoted and hosted by an OTI Supporter, Emily! All participants were encouraged to make a \$5 donation to benefit ONETrack International. During the thick of a worldwide pandemic, Intern Chelsey Jones, also pivoted her fundraising strategy to include a VIRTUAL HIGH INTENSITY INTERVAL TRAINING (HIIT) class that brought together people from all around the world to benefit ONETrack International.

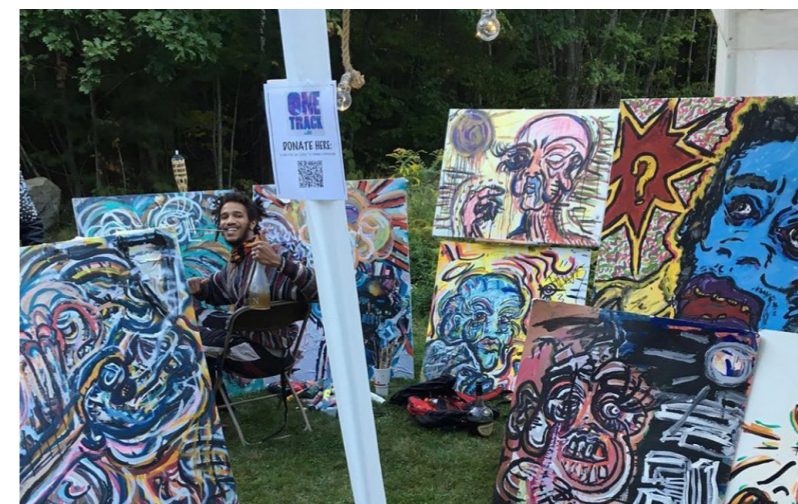
### IN THE NEWS

ONETrack International volunteer, Laura Ripoll Cuadro was featured in CTV Barranquilla for her ONETrack International interview highlighting the organization, projects, and forward-thinking Transition To Home model. Laura dived into how she got involved with ONETrack International and why she decided to be a part of the Reimagining Orphan Care team. As a native Colombian, Laura touched on ONETrack's plans to expand more into South America and how this could be an opportunity for her home country of Colombia to start learning from these orphan-care alternatives. Watch the full #interview in Spanish with Laura Ripoll from #ONETrack International in #Colombia on #CTV Barranquilla

**"I FOUND IT INCREDIBLE THAT AN ACTION THAT I TAKE ON MY SOCIAL NETWORK HERE IN COLOMBIA CAN IMPACT THE LIFE OF A CHILD IN CAMEROON"**

-Laura Ripoli Cuadro

### LAURA RIPOLI CUADRO

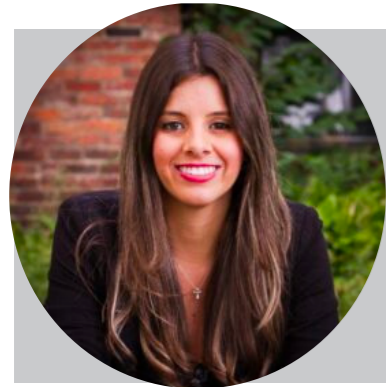


### AN EVENING OF ART AND MUSIC

Hosted by ONETrack International standout volunteer, Ryan Boyle, An Evening Of Art and Music was successfully held in the summer of 2020. Guests enjoyed a socially-distanced art show, live music, amazing food and a silent auction. All proceeds were generously donated to ONETrack International.

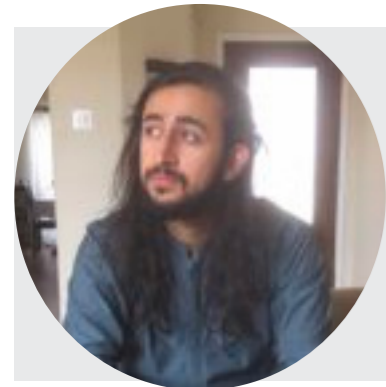
# » NEW TO THE TEAM

The COVID-19 Pandemic affected all of our programs, causing increased vulnerability to the children and families under our care. ONETrack's ability to persevere and ensure our beneficiaries continued to receive the necessary support is due to our amazing team of volunteers! Their hard work and dedication made 2020 our most impactful year yet - our donations doubled, we started a new program, and even established an ambulance service. This team is doing remarkable things and I cannot wait to see what 2021 brings!



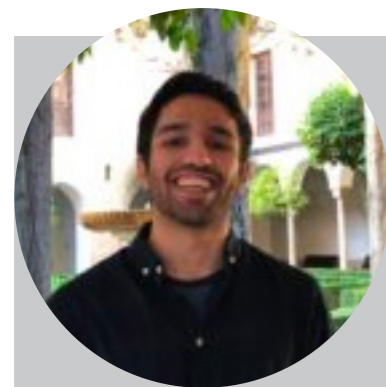
## ESTEFANIA ARIAS HENAO

As the ONETrack International **Marketing Development Manager** Estefania has been an exemplar contribution to our team. Estefania has specialized in marketing with complementary studies in ROI optimization for digital marketing. She has six years of work experience in designing, implementing and executing marketing plans and strategies. She has a masters degree in marketing and recently finished an online course in Digital Marketing Analytics from MIT. Estefania believes in an honest and powerful marketing that is able to connect people and generate positive social impact. Though originally from Colombia, she moved to live in Cambridge, MA with her husband, daughter and dog.



## WASEEQ MOHAMMAD

As the **Safety and Security Operations Manager** at ONETrack International, Waseeq is in charge of OTI Central. He is responsible for the safety and security of deployed teams from departure to returning home safely. He has also been trained and prepared to respond to any emergency scenarios that might arise. In 2020 Waseeq helped create OTI Central which includes the check-in procedures for deployed teams. Waseeq is pursuing a Master of Science in Emergency Management and has a Bachelor of Science in Psychology, from Texas A&M. He is a Response Team Member with the disaster relief agency Islamic Relief and a Crisis Counselor for the Crisis Text Line.

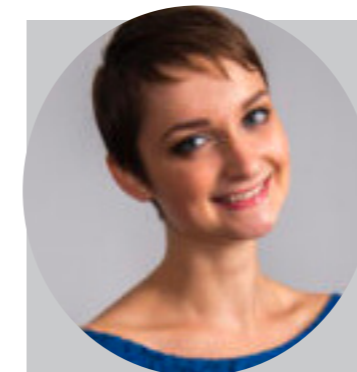


## RAJAT GOSWAMI

Rajat is the **IT Operations Manager** at ONETrack International. He has a Bachelor of Computer Science from the University of Waterloo and a Bachelor of Business Administration from Wilfrid Laurier University. He works as a software developer in Montreal and hopes to volunteer his time in the non-profit sector to help organizations expand their impact through technology. In his spare time he enjoys cooking, discovering new music and occasionally forcing himself to exercise.

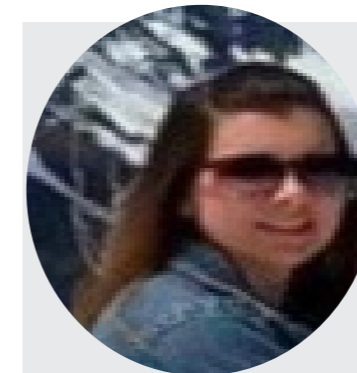
VISIT [WWW.ONETRACKINTERNATIONAL.ORG/VOLUNTEER](http://WWW.ONETRACKINTERNATIONAL.ORG/VOLUNTEER) TO LEARN MORE ABOUT HOW YOU CAN JOIN OUR AMAZING TEAM!

ONETrack International minimizes all overhead costs, guaranteeing that our donor money goes directly to the children in our programs. This means that every member of our executive team and staff is a volunteer. Many of them work over 20 hours a week in addition to their 9-to-5 job. In 2020, we welcomed 4 new volunteer staff members to our team, increasing our effectiveness and further strengthening our organizational sustainability. We are honored that these new additions resonate with our mission and donate their time to promote proper orphan-care solutions around the world.



## CHELSEY JONES

As the **Corporate Giving Manager** at ONETrack International, Chelsey Jones manages new and established business and corporate relations, including business affiliate partnerships, to maximize the support of organizational needs. She received her bachelors of Business and Management at Berkeley College of Music, and her Masters in Economics and Cultural Heritage at the University of Bologna. Chelsey is passionate about volunteering to create access to education, and has volunteered regularly to teach ESL, as well as to offer music classes to children. She currently resides in Genoa Italy where she lives with her fiancé. In her spare time Chelsey loves traveling, cooking, and taking fitness classes.



## KAYLA SHEPPERSON

Kayla is the **HR Coordinator** at ONETrack International. Kayla has a Bachelor of Arts in Criminal Justice from Bloomsburg University of Pennsylvania. She has her Master's of Public Administration candidate at The University of North Carolina at Chapel Hill, Kayla has over ten years of experience working in human services. She is the spouse of an active duty military service member and has one daughter. She has a strong interest in human rights, especially in the areas of child welfare and human trafficking. She is excited to have the opportunity to make a positive impact on the lives of orphaned children around the world. Kayla enjoys going to concerts, horseback riding, and taking day to trips to the beach in her spare time.



## CYNTHIA ZHOU

Cynthia Zhou is the **Director of Fundraising Strategy**. She lives in Toronto, Canada. After received her bachelors of Business Administration from the University of Western Ontario, she started her career as a management consultant and now works for a start-up. Her goal is to use the strategic and operational knowledge she gained from her career to help ONETrack expand its sources of funding. In her spare time, she enjoys spending time with a dog, travelling, and visiting local shops!



“ I have always been passionate about working for a non-profit organization that works to help orphaned children, especially because both my parents passed away when I was 5 years old and I was raised by my grandmother. I feel honored to be able to work with an organization that supports orphaned children in such a holistic way like ONETrack International. “



# » OTI TOOLKIT

VISIT OUR TOOLKIT AT: [WWW.ONETRACKINTERNATIONAL.ORG/TOOLKIT/](http://WWW.ONETRACKINTERNATIONAL.ORG/TOOLKIT/)

The Toolkit is a comprehensive overview of ONETrack International's innovative orphan-care approach. What started as a small program in Cameroon has emerged into a global initiative to reevaluate the manner in which the orphan crisis is managed and provide all orphaned children the opportunity to grow as a member of a family.

## INTERNATIONAL LAWS & STANDARDS

This tool is used to introduce the rights and the set of guiding principles of the United Nations Convention on the Rights of the Child (UNCRC) which international governments have acceded to. A child is defined by the convention as a person below the age of 18. This convention encompasses the complete range of international human rights that can be covered with respect to a child. Learn more about International Legislation, Trends In Child Adoption, and Programs Offered By ONETrack that have been aligned to practice and uphold these international laws and standards

## HUMAN RIGHT INDEX

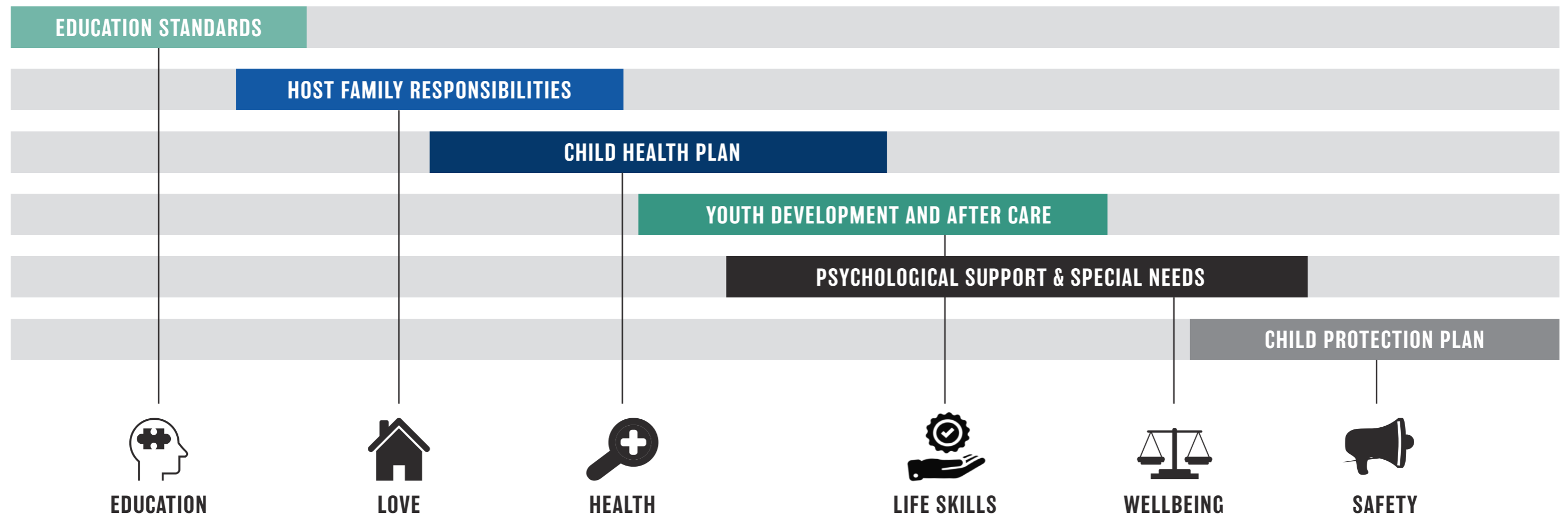
In this document, various international and regional human rights conventions, declarations and resolutions are highlighted that should be adhered to in order to uphold international humanitarian and human rights laws. But more importantly, to ensure that the basic rights of men, women and children are fulfilled. With gender inequality being the center of discussions and various movements born from this such as the #metoo movement, it is imperative that now, more than ever, these international instruments should be reiterated to ensure that the specific rights of women and girls are adequately addressed as well.

## GENDER EQUALITY & WOMEN'S RIGHTS

The Gender Equality and Women's Right Toolkit is meant to illustrate how the rights of girls lead to the rights of women and the way that procedures by non-governmental organizations must be carried out for measured protocol and the protection of girls and women. We focus on outlining how the current women's rights global issues along with solutions to help with the progress of women's rights. Moreover, laws, legal frameworks, movements and organizations are outlined. In addition, challenges confronting young girls and female orphans are recognized in the work of ONETrack International associated with the current issue.

## MONITORING & EVALUATION

Monitoring and Evaluation is a process that helps improve performance and achieve results. Its goal is to improve current and future management of outputs, outcomes and impact. It is mainly used to assess the performance of projects, institutions and programs set up by governments, international organizations and NGOs. At ONETrack we are applying our logic model, program summary and other evaluation tools to develop measurement criteria that is unique to each region, culture and project-type so that we are best able to assess the results and overall impact of our reintegration programs. We have now introduced Transition to Home projects to countries on five continents.



# SPONSORSHIPS

Becoming a ONETrack supporter and attaching your name to our mission is a statement that declares your commitment to the global community- and this will resonate with your employees and client-base. That declaration serves to promote the values you or your company exemplify, and, most importantly, that you act upon those values. You will be, in essence, an indistinguishable leader of the ONETrack International success story.

The sponsorship levels outlined on the following page serve as a baseline for gauging your level of commitment and how many children and families are being positively affected by your generosity. Under each level is listed a benefit that ONETrack provides as proof of our recognition of you as a valued partner doing your part to confront the Global Orphan Crisis.



## JOIN US!

Entering into a partnership with ONETrack International means that you and your brand are committed, Strategic Partners of our family-preservation initiatives; and, it is through this devotion to our projects, you become a key actor in the continuation and expansion of our mission and to the security of the children in our programs. In the humanitarian landscape of today, partnerships between private enterprises or individuals and nonprofits have become central to their success and this relationship should be symbiotic.

### ACE



**Social Media Shoutout:** Add to your corporation's giving reputation by receiving a custom shoutout message, tag, and mention from the ONETrack Social Media team on platforms such as Facebook, Instagram, LinkedIn, and YouTube or Quarterly Newsletter. Be seen as a main contributor to the OTI mission & vision as we highlight your corporation's generous donation.

**\$2,500**

### INNOVATOR



**Social Media Shoutout**

**Talk to Our Community or Give a Testimony:** Craft your own message to our followers and submit a video talking about yourself and why you contributed to ONETrack International. Or, if writing is more your style - share your passion for ONETrack through a written testimony that will be placed on the OTI website and social media platforms.

**\$5000**

### SAGE



**Social Media Shoutout**

**Talk to Our Community or Give a Testimony**

**Logo Placement:** Your logo will be placed with other sponsors in materials printed for ONETrack International including a mention in our impact report, a section in our quarterly newsletter after your first donation, and your logo featured on our website under the "Sponsorship" page.

**Event Feature:** During ONETrack Presentations you will be mentioned as a partner of our organization and you will be provided a window of time to present yourself and what our partnership means to you.

**\$10,000**

### VISIONARY



**Social Media Shoutout**

**Talk to Our Community or Give a Testimony**

**Logo Placement**

**Event Feature**

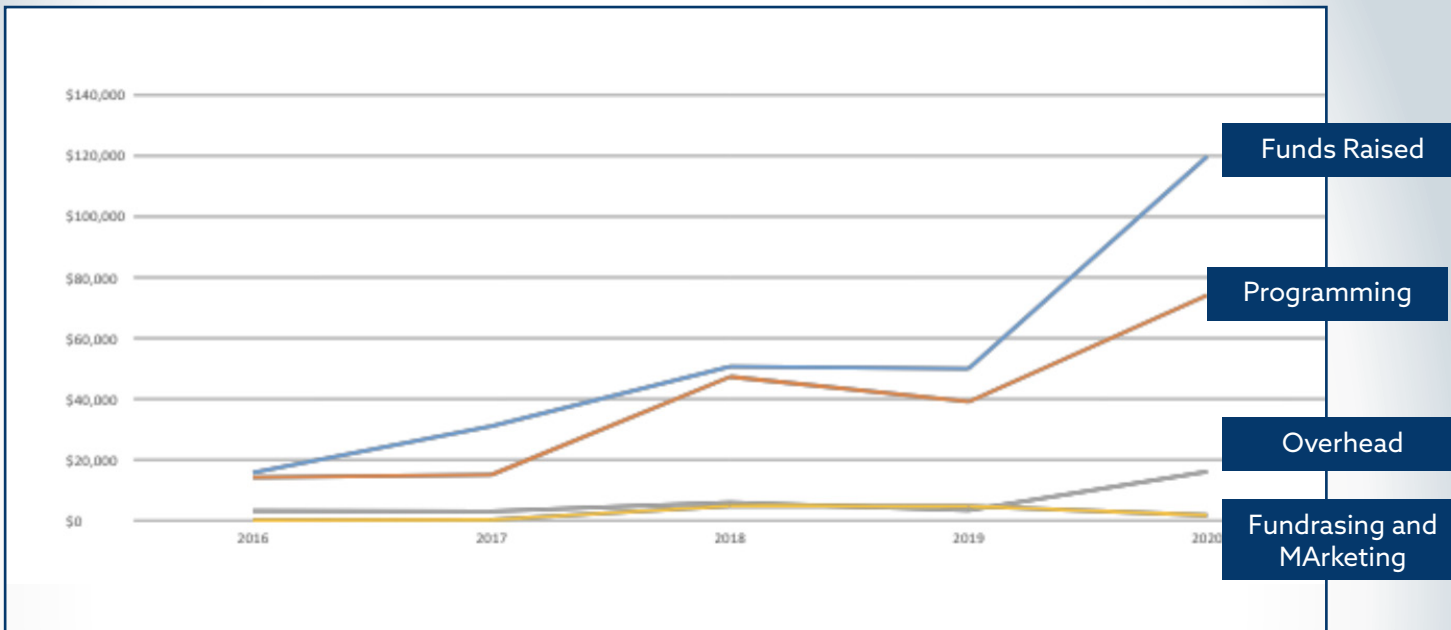
**Involvement in Project Naming:** We would be honored to name the Expansion Project after you or your company. (Project names must align with OTI policies and must be in the spirit of a charitable initiative.)

**Alternative Recognition:** Not everyone wants their gift to be publicized; let's discuss an option that would be more suitable for your situation!

**\$25,000**

# » FINANCIALS

## 2020: OUR BIGGEST YEAR EVER!



### FUNDS RAISED:

While the team at ONETrack International has been working in alternative orphan-care for many years, ONETrack itself is a very young organization. However, we are already experiencing some major growth and the total donations received in 2020 was nearly double that of 2019! As the graph demonstrates, OTI is undergoing a significant trajectory and this growth will allow us to be able to better serve the beneficiaries in our programs, as well as make it possible for us to introduce our orphan-care solutions to even more communities around the world as we continue with this momentum. Thank you to everyone that was part of the monumental success that was 2020, for your donations to and support of our projects.

### RESPONSIBLE SPENDING:

The entire team at ONETrack International takes a lot of pride in working with an organization that maintains such low overhead. OTI has developed a system in which we are able to manage operations and essential organizational needs without having to rely on many of the expenditures that other charities require. One component of this philosophy is that we are a volunteer-led initiative whose team and community members all dedicate their time and skills out of a shared enthusiasm as well as a commitment to the children in our programs and overall mission. This means that an even larger percentage of your contributions go directly to programing needs.

