



# 2020 Annual Report









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Help One Now empowers families in developing countries through high-capacity local leaders with proven solutions to end extreme poverty.

Our vision is to empower 100,000 families to end extreme poverty in their lives by 2030.



# LETTER FROM THE CEO

Chris Marlow

Hello, Help One Now friends!

I'm excited for each of you to read our 2020 Annual Report, and I hope and pray that as you read, you will use this time as a moment of reflection on the amazing work we did around the world together.

No doubt, 2020 was an exceptionally hard year for many of us - our staff, supporters, local leaders, and our communities all shared unique challenges and struggles. I remember how I felt in March of 2020. The year had started so strong and we were ready to expand the Family Business Program into new communities.

Unfortunately, COVID-19 forced us to take a step back and reimagine what 2020 would be like. We decided to reduce our total budget by 25% and set new priorities in each community, focusing on COVID-19 relief, making sure that our leaders did not have to let go of any staff while ensuring basic necessities for the most vulnerable families were met.



**I want to be very clear: 2020 was HARD, but it was also a really good year.**

Our model of empowering high-capacity local leaders and building a wide table of faithful supporters was exactly the foundation we needed to create a sense of calm in the midst of the chaos. That calm gave our local partners the confidence they needed that together we would all pull through — and we did!

We believe that 2021 will be a BIG year of impact for us. It took us over three years to empower 1,000 families, and THIS YEAR ALONE we will empower another 1,000 families. The momentum is building and we are visibly seeing increased impact each and every day, and we firmly believe that by 2030, we will reach our goal of empowering over 100,000 families! Help One Now is stronger today than ever before. We still have much more to do together!





### **This year, I'm asking you to consider 3 things:**

- 1) The Circle - If you are already a Circle member, would you consider helping us recruit one or two other Circle members? If you aren't a member, please consider joining The Circle today!
- 2) Family Business Program - It takes just \$1,000 to resource a family to create a sustainable business. Would you consider empowering a family through our program and creating lasting change?
- 3) Peer to Peer Campaign - Would you consider using your voice and influence to launch a peer-to-peer fundraiser that invites family and friends to join you in changing the world?

As I reflect on 2020 and dream about 2021, I'm truly excited to be part of what God is doing through the Help One Now community. When Necole and I started Help One Now, we had big dreams. Twelve years later, we feel like we are just scratching the surface of what is possible and the impact we will make together will be more than we ever dreamed was possible.

Please take this moment to celebrate, pray, and then plan how you can continue to join us in creating momentum for 2021 and beyond!

**With gratitude and hope,  
Chris**



# FINANCIAL HIGHLIGHTS

Total  
Revenue  
**\$2,502,253**

Total  
Expenses  
**\$2,954,490**

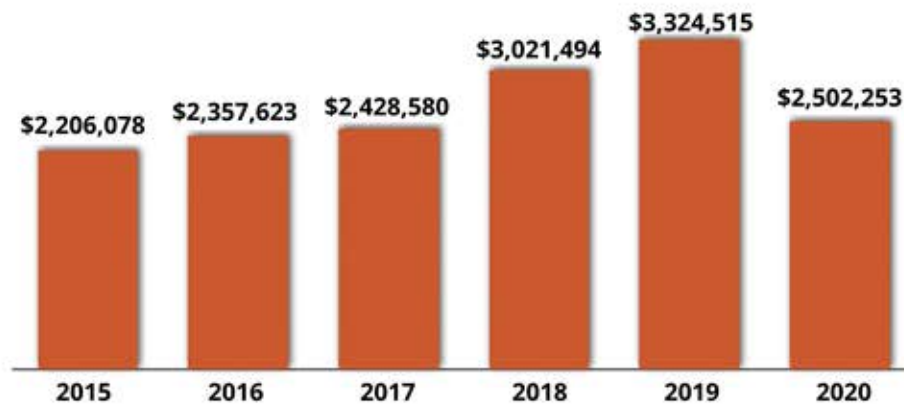


**70%**  
Programs

**12%**  
Fundraising

**18%**  
Management  
& General

## Revenue Growth



2,340 New Donors in 2020 (1,978 through the High 5 Campaign)





# 2020 LEADER SUMMIT



In 2020 we held our first-ever Leader Summit. We gathered in January in West Monroe, Louisiana with Help One Now local leaders from around the world, Help One Now staff and board, donors, and church partners to celebrate and dream together of the impact we could make in the next year and beyond.



We had no idea of the year that was ahead of us, but we truly believe that the Summit laid foundation that has allowed us to push through the challenges of 2020 and still make an incredible impact around the world.







# LOCAL LEADER PANEL

Local leaders from around the world shared their stories of impact and invited us in to continue this beautiful journey alongside them. Here are a few quotes of what they had to say:



"Restore broken relationships with God first, then with others. I can't talk about poverty without broken families. When we empower families, brokenness is healed, dignity is restored, the impact is magnified."

**- Aschalew Abebe, Ethiopia**

"We understand we have a mission, which is loving and serving others. It is not always easy, but someone has done it for us - Jesus has done it for us and so we do it for others. It is a circle of service and help."

**- Willie Malpartida, Peru**







"Poverty does not discriminate. It does not know if this is a Muslim or a Christian; it doesn't know what color you are. We are called to shine our light into the world, that is what we do."

**- Edward Magumba, Uganda**

"Poverty is having no one who believes in you."

**- Mercedes Malpartida, Peru**



"Making a difference for just one is enough. Never give up, no matter what."

**- Rod Davis, Dominican Republic**

# 2020 IMPACT DATA

Your commitment to doing good has created incredible impact around the world. Even during 2020, we saw that impact grow as more families were empowered around the world.

Your generosity directly impacted  
**11,494 families (52,936 individuals)**  
on a daily basis through our education,  
business, and care initiatives.





## BUSINESS



Through our Family Business Program in 2020, **378 families** launched their businesses, bringing our cumulative total to 1,062 families! **371 additional families** were enrolled in the program and will soon launch their businesses. Additionally, **397 full-time jobs** were sustained outside of the Family Business Program.



## CARE



Through our Care Initiative in 2020, **210 children** received 24/7 care, **48 children** were rescued and entered HON care programs, **37 children** were reunified with family, **1,201,654 meals** were served, **40,986 individuals** had access to clean water, **3,898 individuals** had access to medical care, and **4,908 individuals** received spiritual mentorship.



## EDUCATION



Through our Education Initiative in 2020, **3,990 students** were enrolled in school, bringing our cumulative total to 6,500 students empowered! Additionally, **2,010 students** were enrolled in school as a result of families empowered through our Business Initiative. Our Education Initiative also sustained jobs for **183 teachers**.

# COVID-19 RELIEF

2020 was by far the most challenging year in Help One Now's history, as it was for all of us. We had no idea the struggles the year would hold, but together, we made far more impact than we ever thought possible!



Because of your commitment to doing good around the world, 700,000 individuals were reached with Covid-19 relief and prevention education.





Through your generosity, our Global Team provided nearly **1,000,000** meals, **53,000** face masks, **548,000** gallons of water, **1,350** sanitation kits, and spiritual support for **190,000** individuals, all in addition to the incredible work they already do each day.





# LOCAL LEADER INTERVIEW

John & Orpah Chinyowa

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We recently sat down with Zimbabwe local leaders, John & Orpah Chinyowa, to talk through the challenges of 2020 and how they were able to continue leading their communities with courage and hope. May their words be as inspiring and hope-giving for you as they were for us.



**(HON) What led you to start your ministry and the work you are doing now?**

**(John)** The core of who I am is that I'm a pastor. We are shepherding and caring for people; you would call it spiritual, but it's also very natural. We like people. We love people. And obviously when you are in the ministry saving and preaching and teaching, you realize certain areas where you really need to go a little bit deeper. And this is what happened, especially when we first began to feel that.

We have got a purpose for the children in our town. There aren't as many as there are in big towns, but there are children who are vulnerable and do not have care, or really just need someone to look out for them.

I could see that gifting in caring for others within me, and that's how it all began. And that's where we are right now. Caring for children is like second nature. It's part of me.

**(HON) What has partnership with Help One Now meant to you through the years?**

**(John)** I already alluded to the relational type of person that I am, so finding partnership with HON has been very, very helpful. It is great in the way that I have found friends, I have found family, I have found help in our ministry. The calling was always there, the desire was there and the action was there, but it also needed that lift. That is a great joy for me. Even if I have to retire or die, I'm quite happy to know that I have found people that added value to the ministry and to the calling that I have.

**(Orpah)** For me, having HON visiting our home just felt like a natural thing and a blessing from the Lord. It's like a family that has been extended. We now have more than friends - people who care and people who bless. I've been so amazed with the kind of love and kind of openness to just be with us and to bless us. So I really value the friendship that is there, because it's a caring kind of friendship. We are blessed.



**(HON) Despite all of the challenges of 2020, how were you able to push your work forward?**

**(John)** Just knowing that I'm not alone and that I've got brothers and sisters out there was good enough. I knew that some of you were really going through hard times as well, so I found it a big surprise that God enabled you to still stretch your hands towards us, even when you are in need yourselves. And to me that was something really incredible.

This is the year we began our Family Business Program. We began teaching people and they were surprised that we could still start a program when people are stuck at home or hoping to find anything they could to provide for themselves. And we were stretching out our hands to say, "come and get something so that you can start a life that is different." And it proved to be a year of difference for many people. This year changed everything in us and it changed our resources, it changed our ways of life.

**(Orpah)** I want to say about the Family Business Program that it is actually amazing. For instance, I was talking to one of the young ladies in the church and asked how her business was going.

She was one of the first in the program and she now sells things for the kitchen like spices and supplies. She said that many customers are now buying her products, and that the business is actually bringing in enough for her and her family. So we are surprised and grateful that these projects are bringing in an income for families during this difficult time.

To me, this must be God's plan. Because it's working. This thing has got God behind it and it is blessing people.



**(HON) How did you impact your communities through Covid-19 relief in 2020?**

**(John)** We managed to teach all of the children at Musha Wevana how to practice proper hygiene and safety, and we also regularly made food packs that we were taking to families in need. It has impacted them greatly and they are really grateful. They are families who have had no income and things have been so difficult, but we were able to at least help them in this way.

Through our church, we have had our two medical doctors share with the community about updates on the pandemic and how everyone can remain safe. We were also able to provide clean water access to the community through the church.

It has been very difficult, as we are in a place where even the government cannot take care of everyone. So we said to ourselves, God placed us in this place for these people. We are doing all we can to help people and teach them how to keep themselves and others safe.



**(HON) Can you give us a story or example of a family impacted by your work this year?**

**(Orpah)** One great example is a woman named Grace. She is a single mother and was struggling for a long time. But after finishing the program, she was able to start her own business to grow and sell plants. After a while, she made some profits and was able to also venture into raising and selling chickens. And by now she has branched her business out even further by selling refreshments. Her business is doing so well and her life has really changed all because of this one program.



## **(HON) What does it mean to you to lead with courage and hope?**

**(John)** It means a great deal from God's side, because we are dependent on God very much. One thing when I read a lot about leadership, I am always encouraged by Joshua. When God is talking to him He says, "now Moses has gone, you are in charge, you start now." He talks to him and says, "wherever you go, whatever you do, you will do it because you will be following my way." And He says, "be courageous, do not be afraid." The natural person, which is me, gets so frightened of circumstances or things going wrong. But when I hear those kinds of words, I say, "okay, I'm not the only one who is afraid." There are many people who started to lead and they were scared, and they almost gave up and they almost stopped and said maybe this is too much.

But when I read the scriptures, I feel very encouraged that God says, "take courage, do not fear for I am with you." That's the promise that God makes. When He says "I'm with you," then I know He is with us. Wherever we are, we have a God that would not change his mind. For protecting his own, for providing for his own, for looking after his own, for giving them a focus and a future. Because He says, "when you are in this way, when you're following me, you will lead with courage. You will call on me and I'll answer."

So, my pact with myself is when things get really tough, to go on my knees humbly and say, "God, you said so." And I hold God accountable to His own words, to His own promises. And He shows. And we thank God that we are still here, leading with courage in such difficult times. It's hard to describe the level of difficulty in which we lead, but we are thankful that we can still be able to say, "God has brought us this far."

**(Orpah)** From my point of view, leading with courage means continuing to do what I know is the right thing. And that takes a lot of effort, because it's just doing what I know is good and is useful for other people that we have always been caring for. So it's like a way of peace in caring and continuing and just plodding on in our work.





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# EDUCATION SPOTLIGHT



## MIKENIA

Mikenia is 18 years old and is in the 10th grade at Ferrier Secondary School in Haiti. She comes from a family of farmers, and she has spent much of her life helping her family on the farm. Every few years, her family saved enough to send her to school, but she never got to go consistently.

One of the teachers at the Ferrier school heard about Mikenia through the local church and decided that she would be a perfect candidate for the school's scholarship program. This scholarship is made possible to hundreds of students through our new initiative called The Circle!



Mikenia is an incredibly bright student, and she was able to quickly move through grades, even passing some to catch up to her level. She has excelled along the way and will be able to finish secondary school within the next few years!

The school has impacted Mikenia's life so much, as she is now able to dream of what her future can be. When asked what she wants to do after school, she said "I want to study to become an agronomist so I can find ways to bring reforestation to the Ferrier area. This will help our community so much, especially farmers like my family!"

Mikenia's family is confident in her growth and of her plans for the future! They feel a sense of peace knowing the opportunities before her, as well as the health and stability she is receiving every day.

## ABNER

Access to quality education is one of the biggest keys to success. One who has access to education not only obtains knowledge but the practical ways to apply that knowledge for their own well-being and for others.

Abner Haniel, a student in Peru, is the proof of the value of access to education. Abner is the great-grandson of the head of the Bora tribe and studied his initial level in a small rural school. When he was young, he was very shy and quiet. In the public school, there were no qualified professionals to help Abner overcome his fears and limitations.



Abner's grandfather saw his potential and applied for a scholarship for his great-grandson at Kairos School. Abner was granted the scholarship, and began his primary studies at the school! Along with his education, he also had the opportunity to go to therapy with the school's psychologist.

Abner is now in the 2nd grade of primary school and recently won the science contest in his classroom! He represented the 2nd grade at the Science Fair with his "magic bubbles" project. It is amazing to see how Abner presented his project not only in front of his classmates but also in front of teachers and parents who attended the fair.

The resources provided at Kairos School because of The Circle have given Abner and many others the resources they need to thrive and flourish as young students!







**The Circle officially launched in 2020, and even amidst a pandemic has grown to over 200 members! The generosity of Circle members has provided stability during this challenging year and has empowered students with the hopes and dreams of a brighter future.**

**In joining The Circle, your \$25 a month will empower families through education, creating a pathway for the cycle of poverty to be broken for generations to come.**

**For more info or to join The Circle today, scan the QR code below or go to [www.helponenow.org/thecircle](http://www.helponenow.org/thecircle)**





# FAMILY BUSINESS SPOTLIGHT

Hello, everyone! I want to give you a highlight about Help One Now's 10 year plan for the Family Business Program. We're planning to empower 100,000 families in all our partner communities within the next 10 years. We are currently running the program in 7 countries and it is working very, very well. Our strategy of empowering families and changing lives is working.

The Family Business Program is a practical solution for socio-economic problems on the ground. Even last year, in the middle of the crisis, Help One Now was able to expand the program to Zimbabwe and Peru!

Even this year, we are planning to expand the same program to Malawi, and we need your help. With your financial support, with your technical support, and even with your prayer; help us to achieve our dream of empowering 100,000 families over the next 10 years. We can make it! This is a life-changing movement and we want you to be part of it. Thank you so much, and may God bless you.

**- Aschalew Abebe**  
**Global Empowerment Director**







## 1,000TH FAMILY EMPOWERED



This year, the 1,000th family went through the Family Business Program. That entrepreneur was Meseret Nanecho, from Ethiopia. Because of your generosity and commitment to family empowerment, Meseret finished the program and will soon be launching her very own cattle business!

Now, Meseret's family and so many like hers will have the self-sufficiency they've always dreamed about to build a better future for themselves and their communities.

# DONOR INTERVIEW

Sue & Chuck Baker

Our donor community is the backbone of our work around the world. Your generosity and commitment to ending the cycle of poverty is the force that drives and sustains family empowerment. We want to honor and highlight that commitment, so we recently sat down with donors Sue and Chuck Baker to hear what being part of the Help One Now family means to them.

## **(HON) How did you first hear about Help One Now?**

**(Sue)** Our daughter Julie went on a trip to Haiti with Help One Now in 2017. She was so moved by the HON mission and the concept of being ‘invisible partners’ with the community she visited. Shortly after her return home, I was visiting in Texas and attended church with Julie; Chris Marlow and Aschalew were guest speakers at the service. There was a table at the back of the sanctuary to sponsor a child (which I have never done in my life) and when Julie showed me a card with the photo of a child needing a sponsor and told me his story, I decided to sponsor him for a mere \$45 per month.



I also picked up a copy of Chris’s book, *Doing Good is Simple*. Julie took another trip with HON to visit Peru. She shared with us her impression of the global local leaders and their resilience and impact. Julie’s determination to make a difference has created awareness and a new pathway for us to join the fight of global poverty.

**(Chuck)** On another flight to Austin to visit Julie, Sue was reading Chris’s book and kept telling me about parts of this different kind of mission project. That Sunday at church, Chris Marlow was once again there and gave a talk about HON – talk about serendipity! We like to refer to these as “God moments”.

## **(HON) What does generosity and doing good around the world mean to you and your family?**

**(Chuck)** We are so blessed to have a God-loving family, who does many things to reach out to others and lend a helping hand. We have worked hard and have always shared in philanthropic ways, but not so much on a global level. For me, it was about getting beyond what you can see versus having the vision to look beyond my eyesight: Listen. Trust. This is an easy way to bring to life the adage of “teach a man to fish...”



Throughout our lives, we have been involved in church life where the focus on mission seemed to be our local community – backpack programs, food pantries, sports ministry, charity events. We need to love our neighbors, but not just those who live near us – God wants us to love our neighbors around the globe, too.

**(Sue)** I think at this point in life, it is important to find clarity in a purpose that is bigger than self. We cannot just coast to the end of life, but we need to find a mission to help change the world in some way by serving others. It is deep and personal and HON clearly aligns with our values and really does make it simple to help from right where you are and has proven success with their model.

Through our church we give globally through apportionments, which creates a distance between the support we offer determined by the wider church. We want to be more up close and personal – engaged. Even though with HON there is still distance to the recipients, it feels closer by meeting the local leaders on Zoom and realizing how appreciative they are for the support. Maybe some day, God willing, we will be able to make a trip, but even if not, it feels like we are able to participate in small ways.

**(HON) What does family empowerment mean to you?**

**(Chuck)** Pride, Health, Family Bonding, Safety.

**(Sue)** We feel like this is a brilliant concept and foundation to end poverty and suffering. Empowerment develops human capacity to increase control over a person's own life situation. HON has a clear plan to work with the poor to enable them to have ongoing, ultimate success as they emerge as managers to make wise choices to gain sustainability.

We love the goal that you set to empower 100,000 families to eradicate extreme poverty in their lives by 2030. It feels so attainable and we just need to get more people engaged now to make it happen. To empower a family for just \$1,000 should be a goal for every person or family unit in the U.S. to attain by 2030. That's a lot of lemonade to sell, but what a great purpose and impression it can have on our children who comparatively have so much wealth.

**(HON) What are some of your favorite things about partnership with HON?**

**(Chuck)** Global awareness and Family Empowerment. The enthusiasm and spirit of all those involved, the leadership and participants.

**(Sue)** Adaptability – pivot of focus from orphans to family empowerment. To reunite families to be a strong unit so that they can eventually impact others in their community as they become role models for success in business. During the pandemic, HON has given extra assistance to families to keep business healthy and adjust to changing times.

With all of the issues facing the world today regarding social justice and politics, it is so nice to be able to take pause and look at making a difference in such a simple way. We have felt no pressure to keep giving more money; when we joined The Circle for \$25 per month we were given the privilege to meet with some of the global leaders by Zoom call to hear first-hand the impact of this organization. I wish more people had that opportunity so that they would be blessed to serve these communities.





# CHURCH PARTNERSHIPS

**We believe that bringing your church together with local churches around the world produces some of the most beautiful Kingdom work and the greatest opportunity to see lives transformed.**

**Together, our vision is to empower 100,000 families in the next 10 years, and we have a deep rooted belief that the Church should be at the forefront of that work.**

**Scan the QR code, or go to  
<https://helponenow.org/partner>  
for more info.**







Sign up for our newsletter and join  
a story that is changing the world!

Scan the  
QR code  
below to  
sign up!





# THANK YOU TO ALL OF OUR INCREDIBLE PARTNERS

## Church Partners:

Austin New Church  
Central United Methodist Church  
Christ United Methodist  
Church on Morgan  
The Crossing Church

Edenton United Methodist  
Hays Hills Baptist  
Homewood Community Church  
Hope Community Church  
Redemption Church

Rockbridge Community Church  
West Rome Baptist Church  
WFR Church  
Wooddale Church

## Brand Partners:

Amelia Aesthetics  
The Berry Farm  
Big League Impact  
E3 Financials

Flourish Market  
Guardian Wealth  
Happy Egg Co.  
Ideation  
Legacy Collective

The Limbaugh Family  
Oakpoint Charitable  
Pure Charity  
Vertical Markets Group

## HON Foundation Members:

Josh & Jessi Aakre  
Austin New Church  
Carra Myers & Vicki Andrews  
Catherine & Daniel Arnsperger  
Kelly & Kristy Austin  
Josh & Helen Brooker  
Matt & Vicki Bruening  
Kyle & Jessica Carney  
Phillip & Jennifer Crisofaro  
Jesse & Sarah Dickerson  
The Duke Family  
Jill Frazee  
Barclay Garman

Michael & Natalie Gebhart  
Kyle & Elizabeth Gibson  
Mike Hensley  
Andrew & Emily Hooper  
Stan & Dianna Junkin  
Jacob & Emily Kaler  
Ken & Rebecca Kendall  
Todd & Amy Lawson  
Dr. Adam & Stephanie Maass  
John & Susan Maddux  
Dave & Jenny Marrs  
Eric & Leah Martin  
Shannon & Stacy Martin  
Carra & Craig Milikien

Christopher & Christy Morris  
Jay & Ashley Nelson  
Jake & Jennifer Newell  
Michael & Marianne Pohl  
Greg & Amy Primm  
Mark & Sherry Ann Pullen  
Joe & Katie Quartucci  
Willie & Korie Robertson  
Wade Shelden  
Michelle Warren  
West Rome Baptist Church  
Kyle & Kelee Williams  
Amanda Whitmire











**THANK YOU FOR  
ANOTHER YEAR OF  
DOING GOOD TOGETHER**

[www.helponenow.org](http://www.helponenow.org)  
[@helponenow](https://www.instagram.com/helponenow)

