

MANY HOPES

**FIRST...  
A REMINDER**

**THE 72  
MID-YEAR REPORT**

# THE 72 MID-YEAR IMPACT UPDATE (JULY 2022)

**You are probably as surprised as I am that we are over halfway through 2022. I hope that your first half has been magnificent.**

**Your membership of The 72 has helped transformative things happen around the world and I'm delighted to share your mid-year impact.**

The 72 is the community of individuals and families who power us to rescue and care for children. Your three-year annual commitment:

- a** Enables us to plan rescues secure in the knowledge we have the resources to care for children after rescue.
- b** Motivates others to follow your lead and join us financially.

You, in short, are critical to what we do. Thank you.



## **1. RESCUE**

**MOST RESCUES (149) IN GHANA IN ANY YEAR EVER.**

You know that we work in 6 countries to rescue children from abuse, then walk with them for the long run until they are ready for college or employment and gain the ability to influence the world around them.

The specific abuse varies from country to country. In Ghana, it is children who have been sold into slavery in the fishing industry on Lake Volta. Lake Volta is the largest man-made lake in the world and an estimated 21,000 children are enslaved there.

This past year (until June 30<sup>th</sup>) we rescued 149 children from the lake and provided them with freedom and redeemed childhoods. After rescue, we care for them until they are ready to be reintegrated into loving families. You can see more about how rescue, rehabilitation, and reintegration works [here](#).

### BEING ABLE TO COUNT ON YOU MEANS THAT:

- a** We are able to maintain a permanent year-round undercover presence on the lake. This enables us to conduct more rescues for fewer dollars because episodic rescues are less efficient.
- b** We are able to buy a second rescue boat.
- c** We could confidently increase the number of rescues knowing we had funds to provide rehabilitation.

### RESIDENTIAL BUILDINGS IN BOLIVIA NEARING COMPLETION AND WILL BE DONE BY END OF YEAR. RESIDENTIAL CAPACITY CAN GROW FROM 102 TO 200.

The second part of *rescue* is *nurture*, meaning providing a loving environment within which where each rescued child can heal and thrive.

Being able to count on you means that previously unusable buildings in La Paz and Santa Cruz will enable residential capacity to grow.

## 2. EQUIP

### GREW ELEMENTARY SCHOOL IN MALAWI FROM 300 TO 400.

After rescue, a major part of the *equip* phase of our *Arc to Influence* is providing education that gives a child a shot at reaching college (if that is what they want for their life).

### BEING ABLE TO COUNT ON YOU MEANS THAT:

- a** We could increase our elementary school student body in Malawi from 300 to 400.
- b** We have started making plans for a high school to enable these students to continue receiving world-class education.



### **3. LAUNCH**

#### **STARTED PILOT PROGRAM IN PERU FOR LATE-TEENS**

The end of a child's full-time journey with us sees them *launch* into the independence of college or entrepreneurship or work as a young adult.

Being able to count on you meant we could test a new program in Peru for young women out of residential care and into college and work.



### **FINANCIALS**

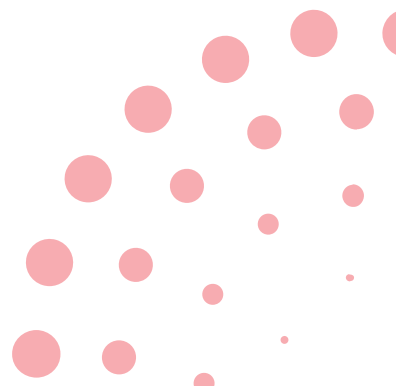
Our FY ended June 30<sup>th</sup> and it was our largest fundraising year so far. We had set a stretch budget goal of \$4.1mm (more than 2.6X biggest previous year) and reached that number.

Being able to count on you meant we could take bold steps and try new things. Some worked, some did not, but overall we had our most successful year ever.

### **MARKETING & CONTENT**

One of our priorities is making more people aware of us so they can join you in support of this work:

- Social following grew by 65%
- Our email list grew by 79%.



COMING UP  
NEXT

RECOMMENDED  
READING

- a** Malawi and Guatemala high school builds in the planning phase.
- b** New and deeper reintegration program being developed in Ghana.
- c** Aiming to rescue 183 in Ghana this year (up from previous record of 149 last year).
- d** Aiming for events in the Hamptons and Dallas.
- e** Annual NYC event in November (3<sup>rd</sup> or 7<sup>th</sup>).

One of the theories behind the first school we built in Kenya (and what we will in Malawi and Guatemala and elsewhere) was what we internally called "The Power of Proximity" meaning...the value of providing children from poverty access to privilege and children from privilege with exposure to poverty so both learn with and from each other and live differently as a result.

This article from August 2<sup>nd</sup> New York Times summarizes a massive study showing, among other things, how:

"The degree to which the rich and poor were connected explained why a neighborhood's children did better later in life, more than any other factor."

"In places where poor people have more rich friends, outcomes are better."

"Researchers say economic connectedness is a better predictor of a community's upward mobility than any other characteristic studied yet."

"People interested in creating economic connectedness should equally focus on getting people with different incomes to interact."

"Each analysis had the same result: The more connections between the rich and poor, the better the neighborhood was at lifting children from poverty. After accounting for these connections, other characteristics that the researchers analyzed (including the neighborhood's racial composition, poverty level and school quality) mattered less for upward mobility, or not at all."

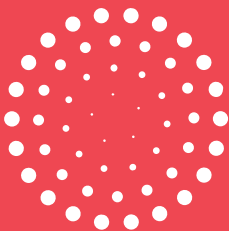
You can read it [here](#).

---

Thank you for being with us in this sustaining way.  
As always...ask me anything.

Onwards,

**TK**



MANY HOPES