

August 2025

Executive Report – August 2025

Mid-Year Review & Strategic Planning

June and July marked an important checkpoint for Fotokids as our entire team came together to reflect on the first half of the year and plan ahead for the next six months.

- **Program Review:** All teaching staff prepared detailed reports and statistics outlining the themes covered, what has worked well, and what areas need improvement.
- **Data-Driven Planning:** These insights are helping shape updated work plans that take into account:
 - The real-time experiences of our teachers in the classroom
 - Their professional growth and training
 - The integration of AI tools into the curriculum
- **Continuous Improvement:** Teachers also made thoughtful suggestions to enhance how topics are delivered to future groups, ensuring that we continue to grow and adapt to meet student needs.

This process has not only strengthened internal alignment but also reinforced our commitment to providing relevant, future-forward education to our youth.



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Tema: Presentación Resultado final FIGURAS DE LA FERIA



Tema: Fotocazador



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Facility Improvements – Creating Functional, Professional Learning Spaces

During this first half of the year, we have also invested in improving and optimizing our facilities to make them more functional, inspiring, and professional for our students.

At our **city place**, we repainted the entire building and reorganized the spaces to make better use of the available area and adapt them to the needs of our different groups. In the **main downstairs classroom**, the shelving units were moved to the left side, and the back wall was painted a soft gray. Through research and on-site testing, we determined that this tone works well under different types of studio lighting, allowing a variety of background effects depending on the lighting setup. This upgrade ensures that students practicing studio photography not only have an appropriate space but also a more professional, versatile environment for their learning.



Additionally, we replaced the damaged roofing sheets on the pergola in the city headquarters, which had been allowing rainwater to enter during storms. All of this work—including the complete painting of the building—was carried out by Berlin, whose dedication and craftsmanship have significantly enhanced our learning spaces.

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Empowering Youth Through Volunteering

We've launched a new initiative with our vocational and advanced-level students, offering them the chance to volunteer with Fotokids in a meaningful way.

- Students are now assisting teachers, documenting classes, and creating video content to support Rocío's work in social media.
- This gives students a chance to:
 - Apply their skills in real-world settings
 - Gain experience in a professional environment
 - Feel more deeply involved and empowered within Fotokids
- For our team, it's also a valuable opportunity to identify and nurture potential future hires.



Staff Development – Sharing Knowledge Across the Team

Two of our staff members, Yamilet and Emelyn, successfully completed the Picacia-sponsored Boot Camp, where they learned and practiced specialized photography techniques, including food photography and working with models. After completing the training, they took the initiative to share their newly acquired knowledge by leading workshops for the rest of the Fotokids staff, ensuring that the skills gained benefit the entire team and strengthen our collective

capacity.



34th Anniversary Celebration

We are currently planning our **34th anniversary celebration**, which will take place on **August 30th**. All Fotokids sites will celebrate on the same day, creating a shared moment of joy across our entire community. During the event, we will also record video content with alumni to capture and share their success stories on our social media platforms—highlighting the lasting impact of Fotokids on their lives.

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Website Redesign Underway – A Transformational Investment

Thanks to a generous donation from board member Matt, we have begun a much-needed full redesign of the Fotokids website.

- **What's been done so far:**
 - We've held four planning meetings with the selected web development team
 - Shared Fotokids' mission, visual identity, and audience goals
 - Engaged in collaborative brainstorming, with the developers offering expert guidance on design, layout, and performance optimization
- **Main objectives:**
 - Improve image and video handling
 - Enhance speed and navigation
 - Create a more modern, professional, and donor-friendly experience

Although the process has required many hours of meetings and content delivery from our team, we're confident the result will be a dynamic, high-functioning site that better reflects who we are and supports future fundraising and outreach.

I am grateful to report that—thank God—none of our students or their families, either in Santiago or Guatemala City, have suffered material losses from the more than 120 earthquakes that have shaken Guatemala in recent weeks. We have been closely monitoring the well-being of all families and staff members. These have been challenging weeks, with heavy rains, the uncertainty of ongoing tremors, and the looming concern that a stronger quake could occur. In response, we have developed evacuation strategies and established teacher-led reaction protocols to ensure we are prepared for any emergency.