ANNUAL REPORT

# PREEMPTIVE LOVE COALITION





**APR 1- DEC 31** 



## LETTER FROM THE DIRECTOR

To the Coalition...

It has been quite a year! And I will be honest, as much as I want to be known as an optimist, I never dreamed in 2007 that a tiny hand-made shoe company could grow into the premier organization in Iraq dedicated exclusively to serving children with congenital heart defects.

Looking back on the year is always a treat: remembering the milestones, learning from our mistakes, dreaming about the future...

I vividly remember the anxiety on the faces of fathers and mothers in Nasiriyah, waiting for the moment that decided if their child was to have a future. I can still hear the excitement of the doctors as our team performed procedures deemed impossible in Iraq for the past twenty years. I can see the proud faces of the doctors approving surgery for a Pakistani child, effectually celebrating their ability to offer international aid even as they receive it.

I am proud to be an organization that began issuing "Failure Reports" this year - annual confessions of ways in which we've failed, what we've learned, and how we intend to grow from here. And I am grateful to you for the broad support and encouragement you have shown us in our efforts to be as transparent possible.

Speaking of transparency, I am also proud of the progress we've made this year in real time reporting from our Remedy Missions and the introduction of our post-mission "Impact and Evaluation" reports that give you a chance to see where your money went, how many children were served, what results we experienced, and any unique insights from the mission. You will be hard pressed to find another organization in this industry who reports so fully on real surgical numbers, mission costs, development insights, and financial details.

Lastly, the year ended with great excitement as Cody and I were invited to attend the First Annual Conference on Congenital Malformations in Fallujah, Iraq. At the conference we were praised as the only Americans - indeed the only foreigners at all - to save the lives of children in Fallujah. This warm reception compelled us to make an additional scouting trip with Dr. Kirk Milhoan in December to explore the possibility of helping the city of Fallujah launch the heart program for children inside their general hospital. We are very excited and hopeful about our future with the people of Fallujah.



And none of this would be possible without you. You are our heroes! You keep us going and inspire us to take on efforts and risks that every one else deems out of reach.

Peace from Irag,

Jeremy Courtney

Founder, Executive Director



# **OUR LOCAL RESUMÉ**

Lifesaving heart surgeries for Iraqi children in pursuit of peace between communities at odds.



# Turkey & Jordan

62 Open Heart Surgeries

## Sulaymaniyah

Open Heart Surgeries

Interventional Catheterizations

## Nasiriyah

17 Interventional Catheterizations

Open Heart Surgeries



We envision a future in which all Iraqi children have access to lifesaving heart surgeries they need within two hours of home.

## REMEDY MISSIONS

Remedy Missions provide anywhere from 15-25 lifesaving operations each mission. Each one of those lifesaving operations provides dozens of hours of training for local Iraqi doctors and nurses. Combine all of that together and each year Remedy Missions are saving hundreds of lives while providing thousands of hours of essential training.

Hundreds of children are added to The Backlog each year but through Remedy Missions, we're able to save lives today while providing a solution for tomorrow.

This is why Remedy Missions continue to be our primary focus each year. Children come from all over Iraq for each mission, with their local doctors in tow. These doctors want to see and be a part of previously impossible lifesaving porocedures.





Martina Pavonic, one of our partner medical professionals, has been pivotal to our efforts toward the restoration and development of Iraq's pediatric cardiac sector this past year. She is the on-the-ground solution to creating a local and sustainable remedy here in Iraq. She has helped us provide 142 lifesaving operations and 20,737 hours of medical training for Iraqis, like Dr. Akeel and Sara, two local professionals who have benefited first-hand from Martina's investment during our Remedy Missions.

Through Remedy Missions, doctors and nurses like Akeel and Sara are receiving the inspiration and direction they need in order to pioneer the restoration of pediatric cardiac care in Iraq. They are performing unprecedented procedures, gaining experience in complex pediatric heart surgeries, and expanding their vision for their national healthcare. All of this is creating a community of medical professionals that can rely on each other for information and begin to develop a response to the thousands of children waiting for their hearts to be healed.



## REMEDY MISSION V

Remedy Missions exist for two reasons and Dr. Akeel is one of them. We focus all our efforts on providing Iraqi children with the best healthcare in the country. At the same time, we are continually looking for the most effective ways to use these operations as a platform for teaching others. Doctors and nurses are as important to us during each two week mission as the children we save. Every heart surgeon and scrub nurse we train during a Remedy Mission will one day be an independent asset in the attempt to provide surgery to every child on the surgery waiting list for congenital heart defects in Irag. By training locals, we are enabling them to one day teach others. Our intention is to equip Iragis to save lives. That is the only way to eradicate The Backlog.

Dr. Akeel is a heart surgeon at the Hussein General Hospital in Nasiriyah. He chose to study medicine after he saw relatives and close friends die due to congenital heart defects, including his own brother and nephew. Many Iraqis have accepted that quality healthcare only exists for those who can pay to go outside the country. Dr. Akeel stands opposite those who settle for an Iraqi healthcare system dependent on international aid, and he is actively seeking to change the framework that allows that system to exist.

Children Served

14 Open Heart Surgeries

Interventional Catheterizations

2688

Hours of training given to surgeons, engineers, technicians, and nurses

According to Dr. Akeel, his brother and nephew died from congenital heart defects because there was no one to take care of them. There were no doctors able to perform the surgeries that could have saved their lives. Now, he dedicates his life toward creating the day when Iraqis will no longer have to mourn over a life that could have been saved.

This was Dr. Akeel's response to a Remedy Mission to his city of Nasiriyah:

"We need this service spread all over Iraq from north to the south. That {is} our motive and that {is} what we feel we need for the future."

Dr. Akeel stands opposite those who settle for an Iraqi healthcare system dependent on international aid, and he is actively seeking to change the framework that allows that system to exist.



## REMEDY MISSION VI

Our strategy with Remedy Missions is to develop a pediatric healthcare system that operates on a level that no longer needs us. We exhaust ourselves in an effort to one day make our organization obsolete. We train Iraqi doctors and nurses even while we perform surgeries, so that one day they can perform surgeries without our help.

The International Children's Heart Foundation (ICHF) has been involved in surgical training trips internationally since the early 1990s and has partnered with PLC's vision since Remedy Mission I. Seven missions later, we are witness to their passion and dedication toward saving children's lives, while recognizing the need for local empowerment in order to have an effective, enduring impact.

ICHF scrub nurse Martina Panavíć is a testament to the sustainable effectiveness of local empowerment. Similar to Iraq, the Yugoslav Wars damaged and destroyed much of Croatia's medical infrastructure. In 1993 when ICHF came to train Croatian doctors to perform pediatric heart surgeries, Martina and her colleagues received the training and confidence from ICHF to be the remedy Croatia needed. Martina is the reason we train locals to perform heart surgery.

We want Iraqi heart surgeons and nurses to gain the confidence and ability to train their fellow Iraqis to perform complex heart surgeries. For good reason, Iraq has been on the receiving end of development for the past few decades. We hope to reverse that, so that one day Iraqi doctors can travel to other countries offering the same hope of healing that Martina brings them. The most lasting and effective impact we can have on Iraq is to leave their local doctors and nurses strong and independent, so that they can provide these lifesaving heart surgeries on their own.

Martina Panavíć proves that the only solution is a local solution.

The most lasting and effective impact we can have on Iraq is to leave their local doctors and nurses strong and independent so that they can provide these lifesaving heart surgeries on their own.

Open Heart Surgeries



Hours of training given to surgeons, engineers, technicians, and nurses



## REMEDY MISSION VII

Many argue that nursing is the single greatest deficiency in the Iraqi healthcare system. Most Iraqi medical students don't aspire to one day become an ICU nurse, but nonetheless, nurses play a vital role in every operation we've been a part of in Iraq. Without their work, doctors would not be able to operate on even the simplest of cases. Nurses collect the patient's information, prepare the patient for surgery, and make sure the patient follows through to a full recovery. While surgeons may be the rockstars of the cardiac surgery world, without the nurses, there would not even be a show.

Sara is a 17 year old Iraqi nurse in the Intensive Care Unit in Nasiriyah. She wears a head covering and a wide smile as she cares for the children immediately out of surgery in the ICU. Sara shows up to work everyday as the youngest member of the local ICU, and as a female in a male dominated profession, that is no small thing.

While surgeons may be the rockstars of the cardiac surgery world, without the nurses there would not even be a show.

Children Served

16 Open Heart Surgeries

Interventional Catheterizations

4.250

Hours of training given to surgeons, engineers, technicians, and nurses

Remedy Missions were strategically launched so that Sara, and nurses like her, can receive the training, confidence, and vision necessary to be an integral part of saving lives. We are dedicated to Sara because we know the value of having a respected nursing community in the effort to provide lifesaving heart surgeries to thousands of Iraqi children on a waiting list. Providing Sara with the best training possible through Remedy Missions exemplifies the long-term solutions we seek to implement across Iraq.

Sara is the remedy Iraq needs, and we hope to prepare her for it.



Nasiriyah witnessed the first international pediatric heart surgery performed inside Iraq. One devoted father came from Pakistan to Iraq in order to provide his son Mohammed with a lifesaving heart surgery. The Iraqi medical team jumped at the opportunity to offer medical attention to Mohammed. Iraq has received aid for decades now and these doctors rejoiced at the chance to provide aid to another community unable to assist their children. This is a major step toward an independent and sustainable Iraqi healthcare that will be renown in the region for the professional quality of its pediatric heart surgeries.



## **FOLLOWTHROUGH**

Since PLC's inception, Followthrough has been one of our most consistently successful, enjoyable, and rewarding programs. Followthrough was created in order to holistically care for the children and families we serve, from the moment we meet them, to long after their stay in the hospital.

This includes instructing parents on how to delicately love and care for their children after an open heart surgery, teaching the children the exercises they need to know so their heart can function at its fullest, and educating their community about the causes of CHD. We have enjoyed personally being able to offer the highest quality of followthrough care to those we serve.

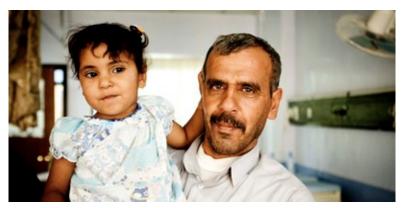
Since our very first Remedy Mission in 2010, PLC has endured all the joys and struggles of growing pains. In this last fiscal year alone we have provided a total of 62 heart operations to children in more than 50 different neighborhoods across Iraq. This structural revolution continues to have ripple effects of change into the latter part of 2011.

The dramatic increase in the amount of lifesaving heart operations we've been able to provide has stretched our Followthrough program in every possible way. This is a day that we've been working for - when we would be overwhelmed by children made well again!

To adapt to this eagerly anticipated change, we have shifted Followthrough to focus more on training and educating during each surgical mission. By using Remedy Missions to educate families and train local healthcare professionals to provide quality care, we are continuing to put the future of the healthcare in Iraq in the hands of locals while making sure that every child has the opportunity to receive the healthcare that they deserve, from the moment they receive surgery to months down the road.

This is a day that we've been working for - when we would be overwhelmed by children made well again!







## REMEDY FELLOWSHIP

The Preemptive Love Coalition is not alone in the vision of establishing 6 independent heart centers across Iraq. Iraqi doctors, longtime partners who recognize Iraq's need on a personal level, came to us early this year with a proposition. These doctors had seen the successes of Remedy Missions first hand. They benefitted from training inside their hospital. They witnessed children, once unable to receive surgery, walk out of their hospital with healed hearts. They were a part of all this and they wanted more.

So they approached our team and proposed we launch a one-year long surgical training program where we would move our leading specialists to Iraq to train and operate alongside local medical professionals.

A one year surgical training program that will provide 56,000 hours of training for a group of bold Iraqi medical professionals while healing over 300 little hearts

Establishing a one-year long surgical training program inside wouldn't just be unprecedented - it would take healthcare development to the next level.

This 48 week effort will launch alongside our previously contracted Remedy Missions scheduled in multiple cities across Iraq during 2012. Remedy Missions are successfully performing more surgeries in more places than ever before. They are an integral part of our effort to develop 6 Iraqi heart centers across Iraq. But because of the initiative of our local doctors, they will soon be complimented by a one year surgical training program that will provide 56,000 hours of training for a group of bold Iraqi medical professionals while healing over 300 hearts.

It is impossible for PLC to single handily heal all of Iraq's children with heart defects. It is impossible because our programs end when the doctors and nurses get on the plane to leave Iraq. That is why the longterm solution must be local. Iraq is asking for our most locally oriented program yet. Next year, we hope to give it to them.





## **BUY SHOES. SAVES LIVES.**

Buy Shoes. Save Lives. (BSSL) began as an atypical organization determined to make the markets bend in favor of the underdog children of Iraq - those born with heart defects. BSSL marketed locally made, traditionally hand-crafted Kurdish shoes internationally as a way to provide lifesaving heart surgeries for Iraqi children in the pursuit of peace.

Since then, BSSL has become a program of the Preemptive Love Coalition. Revenue created by these local shoemakers still funds heart surgeries today in Iraq. Now our local shoemakers are joining us in our efforts to ensure all Iraqi children have access to lifesaving heart surgeries within 2 hours of home.



In 2011

**Buy Shoes. Save Lives.** 

put \$1,608

toward lifesaving heart surgeries.















## **TEDXBAGHDAD**

On November 12, Baghdad hosted Iraq's first ever TEDx event. It was an honor for us to have Jeremy Courtney represent the Preemptive Love Coalition as the only westerner to speak at the inaugural conference.

TEDx events are locally organized conferences structured around the presenting of "ideas worth spreading," the mantra inherent in the larger TED community.

The theme "Make the Impossible Possible" gave Jeremy the perfect platform to share of our efforts alongside Iraqis toward restoring life to their country. Providing previously unavailable lifesaving surgeries to Iraqi children epitomized this idea of make the impossible possible.

Jeremy's premise that violence unmakes the world resonated deeply with the Iraqi audience.

"And so it was, here in this context of war, widows, and worried parents that I began thinking about this concept that violence unmakes the world. It was here that I began experimenting with a new kind of life called preemptive love," he said.

It was the idea that actions of preemptive love remake a world wrought with violence that elicited applause from the audience. Jeremy defined preemptive love as, "when we jump in love to serve another because we want to stop something bad from happening to them."

According to Jeremy, preemptive love not only unmakes violence, but remakes the world through healing. This conversation of remaking the world through preemptive love is a dialogue that we hope spreads to conflicts worldwide, creating peace between communities at odds.

We were honored to share our stories of hope for Iraqi children with the TEDxBaghdad community, encouraging them to continue their own pursuit of peace and restoration inside Iraq.







## **SOCIAL MEDIA**



Here at Preemptive Love Coalition, we know that an organization must be able to interact with its surrounding culture in order to succeed in accomplishing its goals. Through Social Media we communicate with our supporters, dialogue with other Iraq- oriented nonprofits, engage the local Iraqi community to better our approach toward serving Iraqi children with congenital heart defects.





#### **Facebook**

Facebook is our town square. It is the closest we will get to sharing a cup of tea and talking about what we do here in Iraq... unless you are in Sulaymaniyah. If that's the case, we know a tea house we can visit



#### **Twitter**

Did you ever tie a string between two empty tin cans to talk to your friends? Us too! We just call it Twitter. With @preemptivelove, we interact directly with our global community sharing real-time updates from our Remedy Missions. highlighting the creative efforts of supporters, and retweeting anything to do with peacemaking.



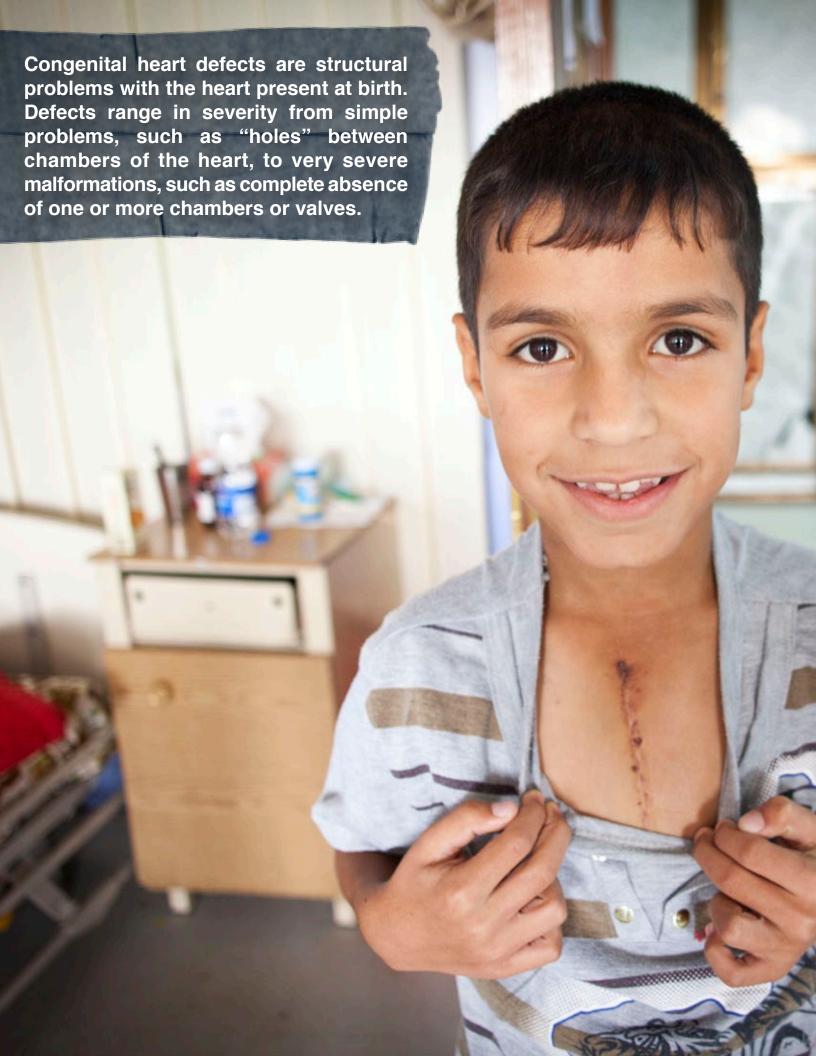
## Preemptive Love @preemptivelove

We just provided our 200th heart surgery! thanks for making this happen--bigmilestone #PreemptiveLove

1:22 PM - 17 Nov 11 via TweetDeck







## **OUR HEROES**

Since we began, we have never been alone in caring about restoring peace between communities at odds in Iraq. We have met men and women all around the world that are using their influence to create hope for the Iraqi people.

Ben Hodson and Ian Rowlands, a couple of not-so-everyday art entrepreneurs from Great Britain, founded A Thin Place as a collective that fosters creative community dedicated toward peacemaking and social change. They have traveled from Britain to Iraq multiple times in order to share the story of the people of Iraq. In a joint effort to highlight Iraqi artists and raise money for lifesaving heart surgeries, Ben and lan developed the art exhibit Iraq: The Forgotten Story. The exhibition displays work by current Kurdish and Arab artists who share PLC's vision of pursuing peace between communities at odds. Iraq: The Forgotten Story brings these men and women to life through the lens of their artwork, giving them an international platform to share their personal experiences with their own artistic voice.

Behar Godani has been supporting the Preemptive Love Coalition since the beginning. While attending George Mason University, she was an instrumental voice for PLC in the Kurdish Student Organization. She hosted bake sales to champion the children of Iraq, threw parties, wrote articles and shouted her digital lungs out on Facebook and Twitter. Behar was first introduced to PLC because of her desire to see sustainable healthcare initiatives among the Kurdish people that would ensure peace and a brighter future for coming generations. In this same vein of creating hope, she has been a part of multiple documentary projects about the Kurdish diaspora, and now works as a program analyst for the US Department of State. Having witnessed and been a recipient of Behar's resolute efforts in support of life-giving enterprises, we have been extremely grateful for her partnership over the years.

We have never been alone in caring about restoring peace between communities at odds in Iraq.





## **OUR HEROES**

All across the world, supporters of the Preemptive Love Coalition have invested time and energy into raising money so that Iraqi children can have a chance at lifesaving heart surgery. Here are a few of those individuals and corporations who have creatively engaged their communities and become a voice for the Iraqi children with heart defects.

On August 5-6, **Hardmode Gaming** hosted Diagnosis: Video Games, an on-line gaming event, in a joint effort to raise \$30,000 with Operation Healing Hearts for the Preemptive Love Coalition. The event was a full day and a half of fundraising, sharing ideas, prizes, and medically themed games streamed on their website. Video games were turned into megaphones and ultimately lifesaving tools for the children in Iraq needing heart surgery.



Kristian and Katy Rose of Oklahoma celebrated the birth of their second son by pledging to raise money for an entire heart surgery. Through her blog and other online avenues, Katy created and sold handmade stationary and put the proceeds toward their goal of \$670 before their baby's birth. They more than tripled their goal as they raised a total of \$2,010 - enough to help us save the lives of three children!







## **BOARD OF DIRECTORS**





## **FINANCIALS**

### **CONSOLIDATED STATEMENT OF ACTIVITIES**

PREEMPTIVE LOVE COALITION FOR THE SHORT YEAR ENDED DECEMBER 31, 2011 WITH SUMMARIZED COMPARATIVE FIGURES FOR THE YEAR ENDED MARCH 31, 2011

Public Support & Revenue	restricted	Temporarily Unrestricted	2011	2010
PUBLIC SUPPORT		•	• • • • • • • • • • • • • • • • • • • •	• • • • • • • • • • • • • • • • • • • •
Individuals	\$36,806	\$99,769	\$136,576	\$204,669
Iraqi government	\$209,900	_	\$209,900	_
Small businesses and corporations	\$1,557	\$13,800	\$15,357	\$10,626
Foundations and other organizations	\$27,847	\$86,350	\$114,197	\$99,975
REVENUE				
Interest and other income	\$3,020	-	\$3,020	\$2,039
Gross profit from inventory sales	\$2,499	<u> </u>	\$2,499	\$4,585
TOTAL PUBLIC SUPPORT REVENUE	\$281,629	\$199,920	\$481,548	\$321,894
EXPENSES				
Progam services	_	\$361,751	\$361,751	\$163,942
Management and general	\$5,020	_	\$5,020	\$5,203
Development	\$13,092	_	\$13,092	\$22,736
Donated goods and services	_		_	_
TOTAL EXPENSES	\$18,112	\$361,751	\$379,863	\$191,881
CHANGE IN NET ASSETS BEFORE THE EFFECT OF OTHER ITEMS	\$263,517	(\$161,831)	\$101,685	\$130,014
Prior period adjustments		• • • • • • • • • • • • • • • • • • • •	<del>-</del>	\$418
CHANGE IN NET ASSETS	\$263,517	(\$161,831)	\$101,685	\$130,432
NET ASSETS BEGINNING OF YEAR	\$101,570	\$117,260	\$218,830	\$88,400
NET ASSETS END OF YEAR	\$365,087	(\$44,571)	\$320,515	\$218,830

# **FINANCIALS**

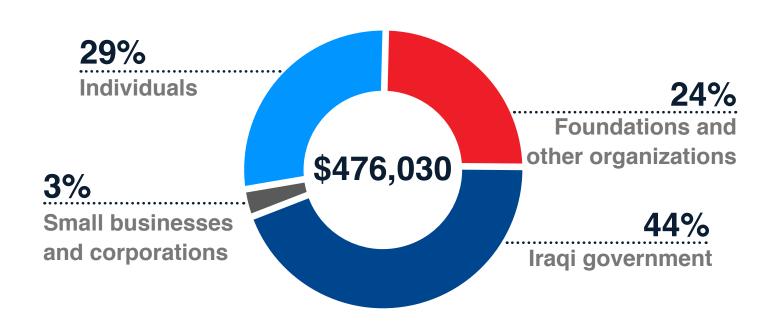
## **CONSOLIDATED STATEMENT OF FINANCIAL POSITION**

PREEMPTIVE LOVE COALITION FOR THE SHORT YEAR ENDED DECEMBER 31, 2011 WITH COMPARATIVE FIGURES AT MARCH 31, 2011

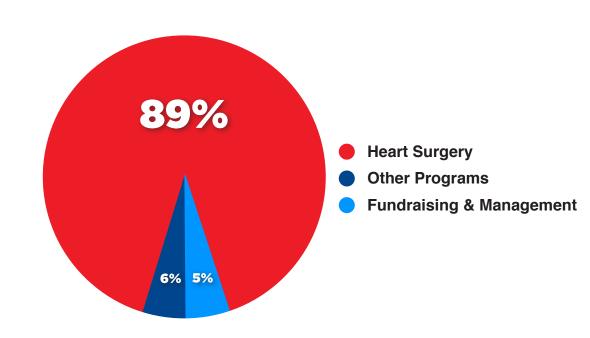
ASSETS	2011	2010
Cash and cash equivalents	\$306,224	\$198,110
Contributors and pledges receivable	\$1,322	\$1,602
Inventory	\$10,736	\$11,627
Other current assets	\$119	_
Fixed assets	\$6,884	\$8,605
TOTAL ASSETS	\$325,285	\$219,944
LIABILITES & NET ASSETS	••••••	••••••
LIABILITIES		
Accounts Payable	\$4,770	\$1,114
Accrued Expenses	_	_
TOTAL LIABILITIES	\$4,770	\$1,114
NET ASSETS	•••••••	
Unrestricted	\$320,515	\$101,570
Temporarily Restricted	_	\$117,260
TOTAL NET ASSETS	\$320,515	\$218,830
LIABILITES & NET ASSETS	\$325,285	\$219,944

## **FINANCIALS**

## **TOTAL SUPPORT**



## **ORGANIZATIONAL EFFICIENCY**



## **STAFF**



Jeremy Courtney
Founder, Executive Director



**Cody Fisher**Founder, Development Director



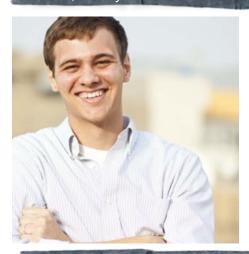
Jessica Courtney
Founder, Family Services Director



Awara Hassan Mama Regional Development Officer



Michelle Fisher Finance Director



Matthew Willingham
Press Secretary



Cayla Willingham Family Advocate



**Summer Interns** 

