

FY 2010

ANNUAL REPORT

**APRIL 1 2010 -
MARCH 31 2011**

**PREEMPTIVE
LOVE** **COALITION**



**PREEMPTIVE
LOVE** **COALITION**

LETTER FROM THE DIRECTOR

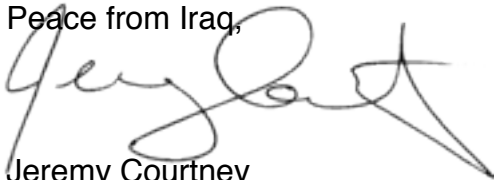
Just twelve months ago we were sending children to Turkey for surgery - we were just beginning to envision a better solution - a local solution - that would stand the test of time and outlast the foreign organizations (like ours) that have gathered for this time to help the children of Iraq.

All that changed in August 2010 when we brought in a truly first-of-its-kind surgical team to Iraq to perform complex heart surgery for children and train locals. The results were widely hailed across the country as groundbreaking. The Vice President in Baghdad became involved. The Prime Minister of the Kurdistan Regional Government lent his support. The First Lady of Iraq continued our years of partnership through her charitable organization.

None of it would have been possible without our new partners at the International Children's Heart Foundation and the Living Light International. By the time our 2010 Fiscal Year ended, we had run four Remedy Missions in two different cities and provided operations inside Iraq for more than 80 children. This was our most successful year of development and lifesaving by every metric we have available to us.

And we could not have done it without you! The dollars you gave, the hours you served, the degree you gave yourself to be educated and concerned on behalf of the children of Iraq all proved to be game-changers! As we look to FY 2011, we are being asked to continue our work in more cities across Iraq than we can possibly accommodate. We are so grateful to have your continued support... until the day when Iraq bids us farewell and begins to handle *The Backlog* entirely on their own.

Peace from Iraq,



Jeremy Courtney
Founder, Executive Director



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IRAQ THE STORY

Iraq used to boast one of the premier healthcare systems in the Middle East, with 34,000 registered physicians, most of whom received their professional training in the United Kingdom and the United States, 172 state hospitals, and 1,200 primary healthcare centers. Now it has been reduced to a state of reconstruction, and professionally trained doctors are scarce.

In the early-90s, drastic governmental cuts in spending mixed with internationally approved sanctions, namely, UN Security Council Resolution 661, effectually handcuffed Iraq's ability to remain current with medical progress. A bottleneck of patients resulted from this drastic decrease in funding.

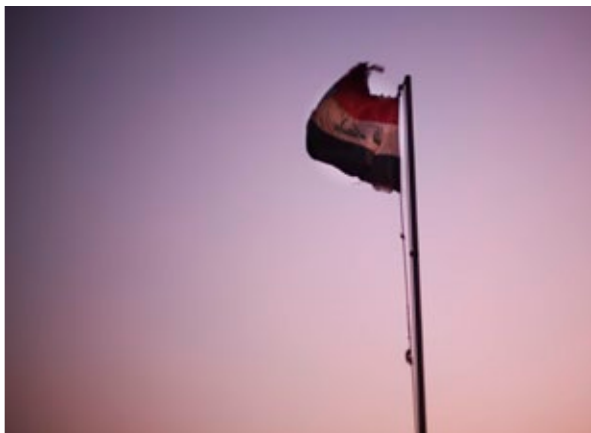
This bottleneck was compounded by an exodus of professionally trained medical personnel created by the dangers of war. Bombings of hospitals and targeted assassinations of doctors convinced many medical professionals accredited in the U.S. and Europe to return to those places for safety. All this resulted in lower quality medical education that further ensured a decrease in quality Iraqi healthcare.

Both the Persian Gulf War and the 2003 Iraq War destroyed and damaged multiple facets of Iraq's infrastructure. They especially affected its medical facilities, which became unable to handle the increase in cases of typhoid, cholera, malnourished children, and anemic women. The poor medical conditions have contributed to the rising number of births with cases of congenital heart defects.

Yet the Iraqi narrative does not end with crippling sanctions and a broken medical infrastructure. Their next chapter is full of reconstruction and internal development, and will be written by Iraqis who bravely refuse to let sanctions and violence dictate a collapsed health care system. They will be led by voices like Dr. Akeel:

"One day we will be able to do this on our own. But not yet. We need to work together to overcome this problem if we're going to save Iraq's children."

“ *The Iraqi narrative does not end here.* ”



PREEMPTIVE LOVE COALITION

THE STORY




It all started with a pair of shoes.

One pair of klash grew into Buy Shoes. Save Lives., a business model that creatively blended commerce and compassion to save the lives of children in Iraq that were dying from an onslaught of heart defects.

Like most shoes do, these shoes took us on a journey. In 2008, Buy Shoes. Save Lives. saved dozens of lives and in the process successfully paved the way for us to save the lives of hundreds more through the founding of Preemptive Love Coalition, a nonprofit dedicated to providing lifesaving heart surgeries for Iraqi children in the pursuit of peace between communities at odds.

Two years later, we've provided:

 **142** heart operations.

 Surgeries to children from communities all over Iraq.

 **9,600** hours of training.

We are dedicated to Iraq's emerging generation of heart surgeons and nurses, and infuse our effort to provide heart surgeries with the vision of empowering the local medical infrastructure.

This is the story that you helped make possible this year.



EXPANDING OUR VISION FOR IRAQ'S CHILDREN

Each individual child sent to Turkey for a lifesaving surgery was worth it. Over the past three years families' lives were forever changed. Yet even those successes are disheartening when put into the larger context of the size of the high numbers of cases of CHD in Iraq.

We also realized that sending Iraqi children to Turkey and elsewhere for surgery and heart screenings negatively affects medical development inside post-war Iraq. We were (unintentionally) telling the Iraqi people they were not capable of developing their own infrastructure.

We decided, if we were actually going to grapple with this behemoth of a backlog on behalf of children like Nivar, Mohammed Star, and Hussein, our approach must be a cooperative effort inside the country.

So we clarified our vision, bringing into focus the explicit benefit of the Iraqi people through Remedy Missions.

We now bring heart surgery teams to Iraq on two-week long trips where they are able to serve around 20 children and provide essential training for Iraqi surgeons and nurses.

In just fourteen days, Remedy Missions perform almost the same amount of surgeries as PLC's previous yearly average. We eagerly work toward a hopeful future for Iraqi children as we continue to increase the availability of heart surgeries and provide education for these dedicated Iraqi surgeons!

“We envision a future where every Iraqi child has access to the lifesaving heart surgery they need within two hours of home.”



GROWING THE IMPACT OF YOUR DOLLAR

In years past, we have been overjoyed to develop friendships with these wonderful Iraqi families. We have been consistently amazed at your continued willingness to be the integral unit in providing 142 surgeries over these past three years.

Not only that, but you put invested into peacemaking inside Iraq through the Preemptive Love Coalition than ever before. You are making a lifesaving difference to these children. Death is being conquered and peace is being waged, because you care about the heart of a child.

You inspire us.

“Death is being conquered and peace is being waged, because you care about the heart of these children.”

As essential members of this Coalition, you witnessed some amazing changes and new opportunities developed this year. As you know, we no longer fly Iraqi children out of the country for surgery. We are spearheading a vision to bring quality pediatric cardiac healthcare to Iraq. Instead of months of preparation for three surgeries in Turkey, you are providing 20 heart operations in a period of two weeks here in Iraq.

Remedy Missions are saving more Iraqi children today, but you are simultaneously having a gigantic impact on future generations. These Remedy Missions place local doctors and nurses alongside world-class surgical teams offering over 2,00 hours of training each remedy mission..

Our new efforts are bringing together high quality pediatric surgeries and world-class training in our pursuit of peace between communities at odds.

IMPACT OF YOUR DOLLAR

***TURKEY**

***IRAQ**

COST OF SINGLE SURGERY

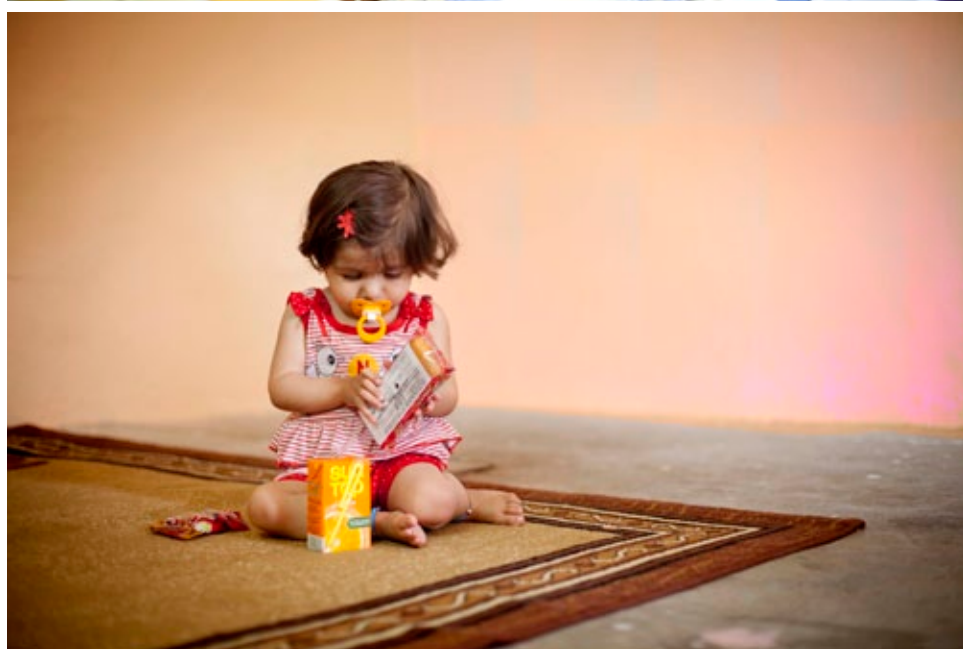


HOURS OF TRAINING





PREEMPTIVE LOVE **COALITION**



PLACING SOLUTIONS IN THE HANDS OF THOSE WE SERVE

Sozyar, Nivar, and Bakir are three children that we haven't stopped celebrating since their lifesaving heart surgery in Turkey. But each one of these children privileged enough to be saved abroad represents thousands more in Iraq deprived of that opportunity. For us, that's a problem.

This is not new, but has been problematic since the collapse of Iraq's healthcare system, which resulted in the exodus or murder of nearly all pediatric surgeons. We decided that it must change.

Each mission, we place some of the world's best cardiac surgical teams alongside remaining local children's healthcare professionals for two week surgical missions. This creates a learning environment for Iraqi doctors and nurses while providing the opportunity for 20-25 lifesaving heart surgeries.

Most of the surgeries performed during these missions were previously impossible in Iraq, but now local Iraqi heart centers are taking steps toward sustainability and the ability to perform the most complex surgeries on their own. Your efforts allow us to work toward establishing 6 fully independent heart centers across the country, eventually putting heart centers within hours of every Iraqi home.

“ Because of them being here though, now these children can live. Now they have a chance. ”



Haymen and Ajeen, two of our local Iraqi nurses, had the privilege to work alongside a cardiac surgery team during Remedy Mission IV, where they learned their role in complicated surgical procedures and received practical instruction to increase their quality of healthcare.

“Because of them being here though, now these children can live,” said Ajeen about the international medical crew. “Now they have a chance.”

We work toward the day when a young Iraqi nurse working inside a fully independent heart center can look at Ajeen and Haymen and think, “because of them, these children have a chance.”



PROGRAMS

REMEDY MISSIONS

REMEDY MISSION II

Location: Sulaymaniyah

 **24** Children Served

 **2,400+**

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

REMEDY MISSION I

Location: Nasiriyah

 **22** Children Served

 **2,000+**

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

REMEDY MISSION III

Location: Nasiriyah

 **16** Children Served

 **2,300+**

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

REMEDY MISSION IV

Location: Sulaymaniyah

 **18** Children Served

 **2,400+**

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

PROGRAMS



IRAQ



SULAYMANIYAH

BAGHDAD

NASIRIYAH

Local Volunteers

Development doesn't just take place in the operating theatre. It reaches far beyond the ICU and hospital ward. That's why we pull together local volunteers for each Remedy Mission.

fAmed Omar had been translating with PLC for over two years and we were grateful to have him serve alongside local and foreign nurses in the Intensive Care Unit.

Shahad Mohammed, a new volunteer, did not miss a beat assisting doctors and the families during Remedy Mission I.



FOLLOWTHROUGH

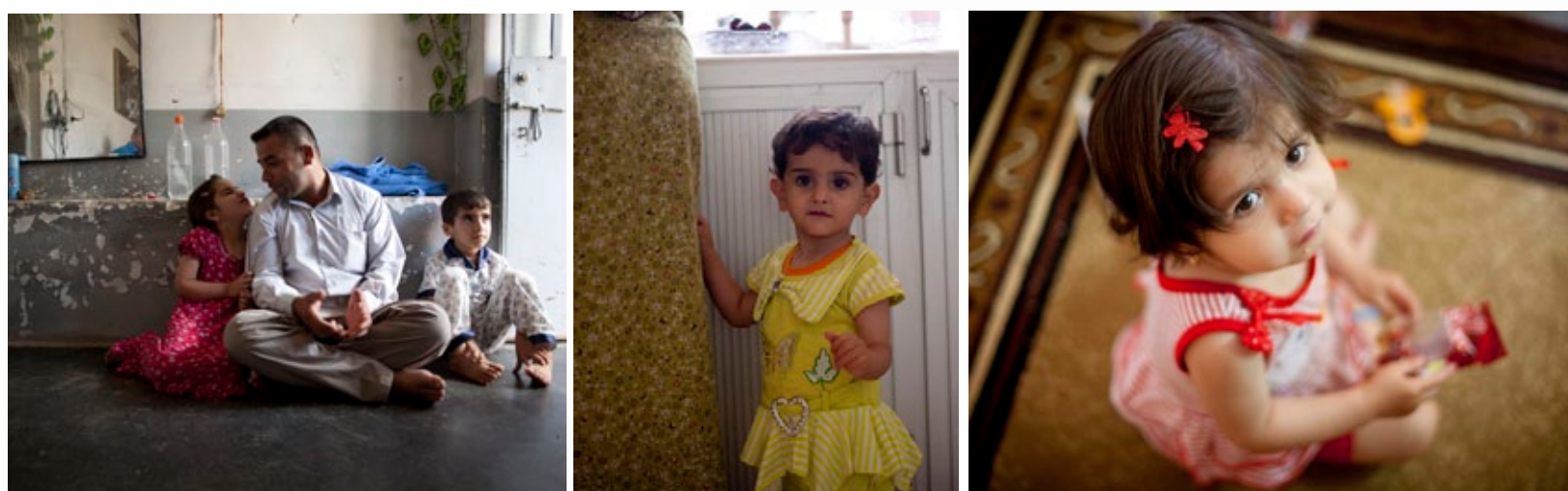
In Iraq, some mothers are not privy to some of the most basic post-operative home healthcare information. Family Followthrough allows us to bring holistic care to each post-operation home where we teach parents how to delicately, but effectively care for their children. Our focus on health, education, nutrition, and social development ensures that their children will grow to become healthy contributors to their community.

Mohammed Fwad was the last child to leave the ICU after surgery during Remedy Mission I in Sulaymaniyah. The Followthrough program visited Mohammed Fwad's home to assess his post operative development and assist the. During our latest home visit, Mohammed was riding his bicycle in the living room, which was not even a dream before surgery.

We visit families in their homes, walking alongside them in their recovery. We are in the ICU explaining the importance of feeding tubes. We are at home with the families teaching worried mothers about medicines and dosages. We are constantly available to receive questions over the phone from families concerned for their children. We work with families as they transition their child into school by following their weight gain, growth, and development, making sure they are following the long-term post-op care prescribed by their doctor.

We are here for the long haul.

“Followthrough allows us to bring holistic care to each post-operation home where we teach parents how to delicately but effectively care for their children.”



PROGRAMS

BUY SHOES. SAVE LIVES.

Buy Shoes. Save Lives. (BSSL) began as an atypical business determined to make the markets bend in favor of the underdog children of Iraq. BSSL marketed locally made, traditionally hand-crafted Kurdish shoes internationally as a way to fund heart surgeries for Iraqi children suffering from congenital heart defects.

BSSL continues to be a program of Preemptive Love Coalition. Revenue created by these local shoemakers that once funded heart surgeries in Turkey, now goes directly toward our efforts to ensure that all Iraqi children have access to lifesaving surgeries within two hours from home.



In **2010**

Buy Shoes. Save Lives.

put **\$3,065**

toward lifesaving heart surgeries.



THE HEARTMENDER TOUR

August 2010 sparked an exciting time for Preemptive Love Coalition. We successfully launched our first Remedy Mission, providing 24 children with lifesaving heart surgeries. Following that, we spent the fall traveling across North America sharing the stories of these children.

Everyone we met wanted more than simple, stereotypical narratives of Iraq and sought a deeper perspective than what they were being shown on television. They wanted stories of tangible hope and peace, but were left asking how they could actually make a difference. We responded with stories of preemptive love as we sat in coffee shops, restaurants, church auditoriums, and the archways of mosques.

Our lifesaving stories of Noor, Mohammed, and Nivar provided an avenue for these vision-driven people to be a part of real restoration in Iraq. These stories confront and challenge mainstream views about Iraq and Muslims. They unfold into a life-giving narrative that flies in the face of century-old, misconstrued images fashioned by rumors and war.

This is the story of a group of people, as different from each other as the languages they speak, uniting as one coalition striving together to mend hearts.

We thank the college students, young professionals, hipsters, military veterans, businessmen, clerics, pastors, and many of the men and women older and wiser than us who believe that stereotypes, foreign policy, and a lack of heart surgeons are not acceptable reasons to keep a lifesaving heart surgery from any child.



Together, we are the Coalition.

THE TOUR



San Francisco, CA
San Diego, CA
Los Angeles, CA
Albuquerque, NM
Waco, TX
Wichita Falls, TX
Belton, TX
Commerce, TX
Brownwood, TX
San Angelo, TX
Tyler, TX
Dallas, TX

Plano, TX
St. Louis, MO
Cincinnati, OH
Columbus, OH
Washington, D.C.
Chicago, IL
Vancouver, Canada
Indianapolis, IN
Marion, IN
Baltimore, MD
Dearborn, MI

Meet **The Adventuresaurus Collective**, three young men who want to wear their youth 'til it's stained, worn, and tattered like their favorite pair of blue jeans. Or, in their own words: "We wanted to squeeze all the energy out of youth and smear today on our faces until the stories run down to our feet and the setting sun is extinguished by the distant mountains."

Kelly Nowels, Sammy Starr and Michael Beight, who make up this collective of students from Cedarville University, used a bicycle trip across Europe as a platform to raise money and awareness for Preemptive Love Coalition, with donations directly supporting Mohammed Fwad's surgery this year.

"It's an investment in the future," said Nowels. "To me it's like a man who plants a tree. That Oak tree might live 500 years and generations of kids will enjoy its shade but the man who planted it never lived to see the fruition of his work. With every kid PLC saves, they're planting little trees. Who knows how those trees are going to grow up or if any of us are even going to live to see their fulfillment? Each kid who lives grows up with a story of peace and love. It would be great to see those stories outlive us."

“ It's an investment in the future. ”



Mending Kids International (MKI) identifies and provides life-changing heart surgeries for children that live outside of readily available medical attention. Based out of Burbank, California, MKI has performed nearly one thousand surgeries on children in 41 countries by flying children into California for surgery. They also partner with similar organizations, like Preemptive Love Coalition, that operate on the ground in specific countries where MKI has identified children needing surgery. We are grateful for the lifesaving surgeries for Iraqi children resulting from our partnership.



The Qaiwan Group is one of the most successful companies in all of Kurdistan. It started out as a small trading company in Sulaymaniyah, Iraq and since 2003 operates as a group of companies both regionally and internationally. Along with a history of success in hotels, real estate and oil, the Qaiwan Group has a history of generosity, and the Preemptive Love Coalition is honored to be among their many beneficiaries over the course of 2010.



Living Light International is dedicated to empowering orphans displaced by wars, while transforming them into efficient and productive members of their community. They exist as a vital local connection piece for Preemptive Love Coalition's work inside Iraq. LLI's networking and cultural experience is an imperative part of PLC's effort to navigate through the necessary red-tape in order to make lifesaving surgeries a reality. We are proud and honored that they have come along side our efforts in the 2010 year.



The International Children's Heart Foundation began sending international surgical teams on missions to the far-flung reaches of the world in 1994. They are currently partnered with local hospitals in Columbia, Croatia, and 16 other countries on nearly every continent. They train local medical professionals and engage in the development of medical infrastructures that had been previously nonexistent or decimated by war. Now boasting an impressive 5,000 completed surgeries, ICHF is both competent and qualified as they assist us develop and train Iraqi doctors and nurses to serve the backlog of Iraqi children waiting in line for heart surgery.



International Children's Heart Foundation

Where Hope Comes to Life

Dr. Adel Abdul Mahdi *Vice President*

We were honored to have the support of Vice President Dr. Adel Abdul Mahdi for the two Remedy Missions in Nasiriyah this year. His generosity was an immense help toward providing the opportunity for lifesaving heart surgeries. Without his influence much of this year's success would not have been possible. He has spoken publically about the successes of Coalition and calling the Remedy Missions, "a great humanitarian deed." Dr. Mahdi recognizes Iraq's urgent need for advanced medical centers, and has given this work his full support.



CONSOLIDATED STATEMENT OF ACTIVITIES

PREEMPTIVE LOVE COALITION FOR THE YEAR ENDED MARCH 31, 2011
WITH SUMMARIZED COMPARATIVE FIGURES FOR THE YEAR ENDED MARCH 31, 2010

Public Support & Revenue	Unrestricted	Temporarily Unrestricted	2010	2009
PUBLIC SUPPORT				
Individuals	\$28,639	\$176,030	\$204,669	\$159,993
Small businesses and corporations	\$774	\$9,853	\$10,626	\$19,584
Foundations and other organizations	\$28,546	\$71,428	\$99,975	\$113,684
Donated goods and services	—	—	—	\$455
REVENUE				
Interest and other income	\$2,039	—	\$2,039	\$2,150
Gross profit from inventory sales	\$4,585	—	\$4,585	\$9,283
TOTAL PUBLIC SUPPORT REVENUE	\$64,583	\$257,311	\$321,894	\$305,149
EXPENSES				
Program services	\$12,539	\$151,403	\$163,942	\$257,961
Management and general	\$5,203	—	\$5,203	\$3,853
Development	\$22,736	—	\$22,736	\$10,191
Donated goods and services	—	—	—	\$455
TOTAL EXPENSES	\$40,477	\$151,403	\$191,881	\$272,460
CHANGE IN NET ASSETS BEFORE THE EFFECT OF OTHER ITEMS	\$24,106	\$105,908	\$130,014	\$32,689
Prior period adjustments	\$418	—	\$418	(\$2,169)
CHANGE IN NET ASSETS	\$24,524	\$105,908	\$130,432	\$30,520
NET ASSETS BEGINNING OF YEAR	\$88,400	—	\$88,400	\$57,880
NET ASSETS END OF YEAR	\$112,924	\$105,908	\$218,830	\$88,400

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

PREEMPTIVE LOVE COALITION FOR THE YEAR ENDED MARCH 31, 2011
WITH COMPARATIVE FIGURES AT MARCH 31, 2010

ASSETS	2010	2009
Cash and cash equivalents	\$198,110	\$76,015
Contributors and pledges receivable	\$1,602	—
Inventory	\$11,627	\$9,792
Other current assets	—	\$3,279
Fixed assets	\$8,605	—
TOTAL ASSETS	\$219,944	\$89,086

LIABILITIES & NET ASSETS

LIABILITIES

Accounts Payable	\$1,114	\$686
Accrued Expenses	—	—
TOTAL LIABILITIES	\$1,114	\$686

NET ASSETS

Unrestricted	\$101,570	\$88,400
Temporarily Restricted	\$117,260	—
TOTAL NET ASSETS	\$218,830	\$88,400

LIABILITIES & NET ASSETS	\$219,944	\$89,086
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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



Matt Willingham
Press Secretary



Cayla Willingham
Family Advocate



Summer Interns

PREEMPTIVE LOVE COALITION

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