

2021



The American Society of Bogotá

The American Society of Bogotá
General Assembly – 2021

2021



The American Society of Bogotá

What is the American Society of Bogotá?

We are a non-profit, bi-national **association** founded in 1939 whose members **connect through social and cultural activities** to cultivate and foster **meaningful understanding** between the US and Colombian cultures.



2021

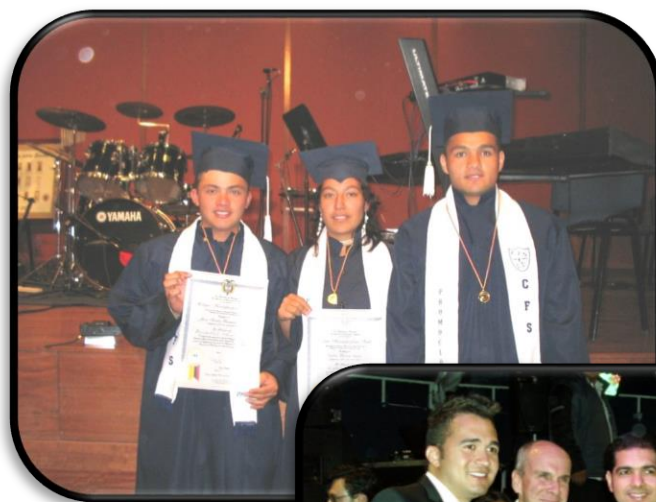


What is the American Society of Bogota?

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In addition, we promote and administer **charitable community programs that benefit families and children in need through education**. Through our network of corporate and private partners, we have created meaningful relationships with local and international influencers, including the US Embassy in Bogotá.

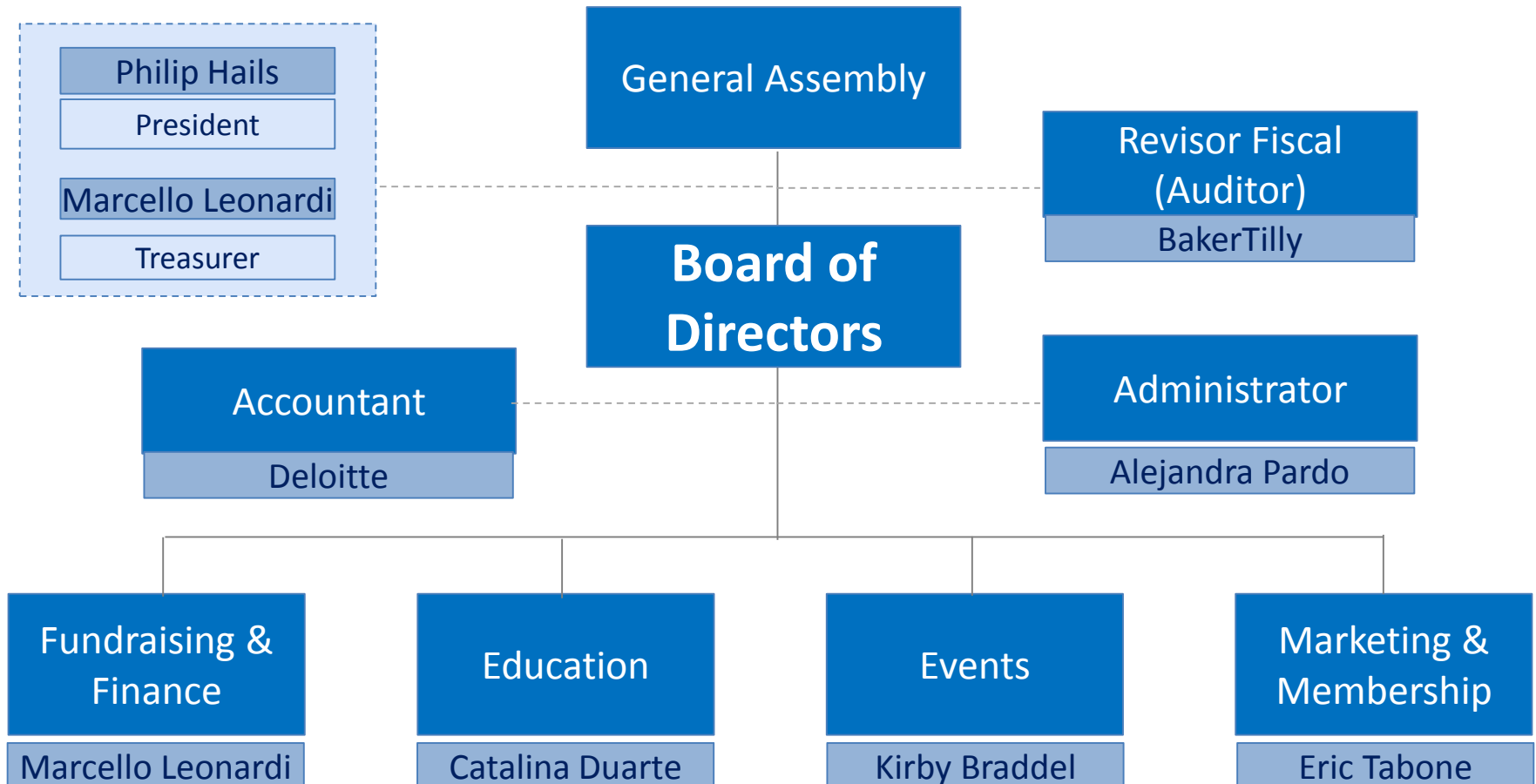
Our commitment to improving the educational possibilities of underprivileged children has led to more than 1.000 scholarships being funded from kindergarten through high school.





Our Structure and Governance (2020)

The American Society of Bogotá





Summary of 2020 Activities

➤ The American Society's operations in 2020 continued to have an impact in our community

- We had 37 students enrolled under our Scholarship Program, with 9 graduating in November
- Our Program continues to make a positive impact in the lives of our students and their families



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The American Society of Bogotá

Summary of 2020 Activities

- The American Society's operations in 2020 continued to make an impact in our young members





Summary of 2020 Activities

➤ The American Society's operations in 2020 continued to make an impact in our members and beneficiaries' lives

- We continued to promote support from our long-time allies and sponsors, including the American Embassy, Oxy and their employees, the Helm Bank, Chevron, Portan, JW Marriott and Deloitte.





Summary of 2020 Activities

- The COVID-19 Pandemic significantly affected our ability to maintain our planned activities for the year:
 - Our partnership with Helm Bank USA to hold the second golf tournament with them had to be postponed indefinitely in March
 - Our Night of the Arts event, planned for May 2020, had to be postponed (we were able to hold it virtually in October)
 - Our Dinner Dance plans had to be put on hold
 - All other new events that we had thought of holding are also waiting to be executed



Summary of 2020 Activities

- The COVID-19 Pandemic significantly affected our ability to maintain our planned activities for the year:
 - Despite not holding any of our traditional, in-person events, we were able to NOT CUT a single student or peso from our Scholarship Program's budget during 2020. This is a testament to our Board, members and collaborators' efforts – thank you to everyone for making that possible
 - We actually were able to increase our assistance, by donating food baskets (“mercados”) to our students, their families and even our schools' personnel – thank you to our Events Committee, Board and especially Kirby Braddel for this
 - We had to reinvent ourselves, as everyone else, under the new reality that the pandemic presented us with



Summary of 2020 Activities

- The COVID-19 Pandemic significantly affected our ability to maintain our planned activities for the year:
 - We held numerous virtual events, including a Q&A session with Karla Thomas, American Citizen Services Chief, joined us for a Q&A on how the Embassy was dealing with the pandemic
 - We held a Colombian-US economic outlook panel with Ricardo Avila (renowned economist) and Jacky Ward (Embassy Economics Counselor), expertly coordinated by Dan Petrie and Joe Finnin
 - We held several virtual social events such as Happy Hours and others that allowed us to remain active among our members, despite the quarantine



Summary of 2020 Activities

- The COVID-19 Pandemic significantly affected our ability to maintain our planned activities for the year:
 - We had to take new measures to hold our events virtually because of the pandemic. Therefore we held our annual Night of the Arts auction event virtually, over the course of a week where different works by Colombian, young artists were offered and sold.





Summary of 2020 Activities

- The COVID-19 Pandemic significantly affected our ability to maintain our planned activities for the year:
 - This event was the only one of our “traditional” events that could be held in a virtual fashion, and under this new format it was a big success. Thank you to the entire Events Committee, with particular thanks to Isabel, Kirby and especially Lina Manrique for their efforts that were instrumental





Summary of 2020 Activities

- The COVID-19 Pandemic significantly affected our ability to maintain our planned activities for the year:
 - As we closed 2020, we were hopeful that we could resume our traditional, in-person events in 2021
 - However, given that we remain constrained by the limitations on our activities that the pandemic poses on us, we remain limited in our outlook for the year, and are planning so far in a conservative manner, assuming the pandemic continues at least until Q3 2021
 - However (as we will see in our financial report), our ability to maintain our mission-based and administrative structures will heavily depend on how soon we can resume holding fundraising events



Summary of 2020 Activities

- As a result, our financial possibilities and constraints were also affected
 - As mentioned previously, we were able to maintain our Scholarship Program's budget unchanged throughout the entire year
 - We did have to reduce our operating costs, across all fronts
 - As we ended 2020, our operational structure was very lean, with our hopes that we can build back up to our normal structure once we can hold our traditional events again



Summary of 2020 Activities

- As a result, our financial possibilities and constraints were also affected
 - Because of the challenging financial scenario we faced at mid-year, we put together a Contingency Plan that would allow us to maintain our financial sustainability at least through the end of the year
 - That Contingency Plan included a targeted fundraising drive that resulted in many Society members pitching in to allow us to maintain our sustainability and plan on a mid-term basis, including for 2021 – this was a critical step forward and was thanks to the efforts of our donors and Board members that made these donations happen (special thanks to Joe Finnin)



Summary of 2020 Activities

- **Financial Report (Treasurer/Marcello) – Summarizing Highlights:**
 - **2020 presented an immense financial challenge for AMSOC due to the COVID-19 health emergency preventing the society from hosting fund-raising events**
 - **Fortunately, with the generous support of our donors, AMSOC was able to maintain stable funding for our Scholarship Program**
 - **Furthermore, AMSOC's management made decided efforts throughout 2020 to reduce overheads and ancillary expenditures in order to preserve liquidity**



Summary of 2020 Activities

- **Financial Report (Treasurer/Marcello) – Summarizing Highlights:**
 - These efforts were successful in limiting cash shortfall for the year to \$5.25 million. We closed the year with almost \$ 20 million in our current account and almost \$ 12 million in our savings account for a total of \$ 32 million of liquidity
 - However, 2021 continues to present a challenging operating environment for AMSOC due to the continued inability to hold live fund-raising events.



Summary of 2020 Activities

- **Financial Report (Treasurer/Marcello) – Summarizing Highlights:**
 - **Maintaining existing legacy donations in 2021 is of paramount importance as well as finding new sources of revenue**
 - **If the current challenging conditions continue to year-end or new and existing sources of donations are limited or not secured, then our cash reserves will be exhausted by December 2021**

Goals for 2021

- **Our 2021 plan includes the following general objectives, all of which rely on how the pandemic progresses in Colombia**
 - 1. Plan and hold in-person events as soon as it we are allowed to do so – meanwhile, continue to hold virtual events that allow for members to interact and discuss topics of interest to our target community**
 - 2. Engage membership in a way that allows them to participate in our activities with minimal time requirements – Consider the realities of life in the pandemic and post-pandemic (e.g. time management has become a critical issue)**

Goals for 2021

- **Our 2021 plan includes the following general objectives, all of which rely on how the pandemic progresses in Colombia**
- 3. Assess our Society's activities and plans and adjust, as needed, to a post-pandemic world – things will likely remain changed to a degree once the pandemic ends, and hence we should consider all implications to our Society and plan accordingly**



Key Factors to a Successful 2021

- **To achieve our objectives, we need to maintain and accommodate our activities to what our members and target communities want/need**
 - ▶ Please become involved in one of our Committees, or in planning/organizing any one of our events

- **To secure new funding sources, we need everyone's help**
 - ▶ The pandemic has put us in a very difficult situation in terms of our ability to maintain our Scholarship Program
Please reach out to us if you have any contacts that could be interested in supporting ASB – a simple introduction can lead to a long-term partnership

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Thank You

and

Stay Healthy and Safe!