

# PREEMPTIVE LOVE COALITION

## Annual Report Fiscal Year 2008

*April 1 - March 31*

*Preemptive Love Coalition exists to eradicate the backlog of children in Iraq waiting in line for lifesaving heart surgeries.*



## Heart Surgeries

During Fiscal Year 2008, Preemptive Love Coalition successfully facilitated surgical interventions for 26 children in Iraq and provided \$133,745.63 to fund those surgeries. Many, if not all, of these cases were of such a complex nature that the Iraqi medical system was incapable of safely performing the necessary surgeries. Rather than pursuing children with less complex heart defects, PLC sent these children to Israel and Turkey where they received the necessary lifesaving heart surgeries and post-operative care.

To our surprise, amazing moments of peace and reconciliation began to take place as Muslim mothers placed the lives of their children in the hands of Jewish doctors; as Kurdish mothers handed their children over to Turks (long-time enemies). Breaking down cultural barriers, eliminating stigmas, and nurturing international trust and relationships is exactly what PLC strives for, and the heart surgeries themselves are one of the critical ways we live in pursuit of peace.

26 children  
\$133,745



## ***Followthrough***

Preemptive Love Coalition goes beyond the initial surgical treatment of congenital heart defects and continues to invest in the children and their families long after they've been released from the hospital and returned home. Our *Followthrough* program exists to give six months of follow-up care to each family through in-home visits, 24-hour access to our staff by telephone, and options for future inquiries or treatment.

During FY 2008 PLC invested \$7,980 in the *Followthrough* program.

### **First Annual Celebration Banquet**

We hosted our first annual celebration banquet for the families of children who received lifesaving heart surgeries to date. Our *Followthrough* strives to ensure that each child's health continues to improve after surgery and to promote peaceful dialogue and cooperation between American, Kurdish, and Arab families and between Christians and Muslims.

This event provided an opportunity for families of various ethnic and religious backgrounds, who would not normally take part in celebratory meals together, to sit and dine together with one vital point in common: their children are alive, their hearts are mended and they now have a chance to be happy and to live full lives.



## ***Buy Shoes. Save Lives.***

In addition to contributions from partnering organizations and private donors, Preemptive Love Coalition raises its own funds through our *Buy Shoes. Save Lives.* program and the sales of hand-made traditional footwear (called *klash*) made by the Kurds of Iraqi Kurdistan. To our knowledge, PLC is the largest international retailer of Kurdish *klash* in the world, serving the Kurdish diaspora and newcomers alike and using the proceeds to fund lifesaving heart surgeries for Kurdish and Arab children in Iraq.

We continue to improve the financial lot of a handful of shoemaking networks across the northern region of Iraq due to the purchases of the international and Kurdish diaspora communities, having invested most substantially in the villages of Tawela and Khormal and in the larger cities of Halabja and Sulaymaniyah.



## ***Summer Internship***

We hosted six interns in Iraq for the summer of 2008. During their stay, they played an integral role in advancing the efforts of PLC. They spearheaded multiple projects over the course of the summer and gained valuable experience. These projects included writing and sending press releases, newsletter marketing, videography, graphic design, photography, blog editing, research analysis and visiting the families of children who received surgery through PLC. Not only did they gain valuable work experience and hone their skills in a wide range of roles, but they also gained invaluable life experience through being immersed in local culture.





## Education & Peacemaking

In partnership with the U.S. Embassy, the Preemptive Love Coalition commissioned an art exhibition at the Zamwa Gallery in Sulaymaniyah, Kurdistan, Iraq, with 50 local Kurdish artists contributing. Over 500 people attended our art exhibition, including the First Lady of Iraq, Mrs. Hêro Îbrahîm Ahmet.

Over 1,000 people attended in-person events and educational awareness functions across the United States with over 100 volunteers engaged. The PLC website had thousands of visitors learning about how to peacefully help the people of Iraq by providing lifesaving heart surgeries for their children.

Most importantly, all of our educational efforts for the year were ultimately geared toward the promotion of one key idea: *local resources for local problems*. While Iraq does not yet have the health care professionals or infrastructure it needs to eradicate the backlog of children waiting in line for lifesaving heart surgery, Iraq does have many other local resources. Rather than choose a message or “education initiative” focused solely on soliciting foreign investment or aid, our emphasis on the *Buy Shoes. Save Lives.* model, local art and creativity, etc. was intended to remind foreigners and Iraqi



citizens alike that they have many of the resources they need to creatively solve their own challenging problems.

## Key Partnerships

Much of the success that PLC has enjoyed is due to the fantastic organizations with whom we partner. Kurdistan Save the Children (KSC) has been a distinguished local partner since November 2007, and one without whom we would not have been able to successfully pursue our goals for this year.

In 2008, KSC contributed \$30,000 to PLC to help 14 children receive lifesaving heart surgery.

KSC also contributed \$16,000 directly to fund mandatory pre-surgical heart screenings in Amman, Jordan, for 21 children in 2008.

# Financials

## Revenue

Contributions, gifts, grants, and similar amounts received: \$182,158

Investment income: \$276

Gross profit from sales inventory: \$20,240

Other revenue: \$2,773

**Total Revenue \$205,447**

## Expenses

Grants for heart surgeries: \$142,124

Professional fees: \$990

Occupancy, rent, utilities, and maintenance: \$147

Printing, publications, postage, and shipping: \$2,601

Buy Shoes. Save Lives. Expenses: \$7,475

**Total Expenses: \$153,337**

**Net Profit: \$52,110**