



ECOLOGIC
DEVELOPMENT FUND

Annual Report

2023-2024



Letter from the Executive Director

This past year has been one of both progress and learning for EcoLogic. Together, we have faced immense challenges—climate-driven droughts, forest fires, and pest outbreaks that threaten both ecosystems and livelihoods. Yet, in the face of these obstacles, we've also made incredible strides toward our mission of empowering rural and Indigenous communities to restore and protect tropical ecosystems.

This year's Annual Report is a celebration of what we can achieve when we work together. We have supported local communities in growing and planting over 225,000 trees, implementing agroforestry systems that nourish families and forests, and protecting tens of thousands of hectares of precious ecosystems. These achievements are not just about conservation—they are about justice, resilience, and building a future where people and nature can thrive together.

The stories you will find in this report show what's possible when we center local expertise and empower those closest to the land to lead. They also remind us why your support matters. It's your belief in this work and your generosity that fuels every tree planted, every greenhouse built, and every livelihood strengthened.

We're not stopping here! In 2025, we are looking ahead with bold plans to scale our impact, elevate community-driven innovations, and deepen our partnerships. With supporters like you, we're rolling up our sleeves and doubling down on our mission to restore forests, strengthen communities, and protect our planet for generations to come.

Thank you for showing up for the people and places that need us most. Together, we are building a world that is resilient, just, and full of life.

In partnership,

A handwritten signature in black ink, appearing to read "Barbara Vallarino".

Barbara Vallarino
Executive Director

About Us

Mission

EcoLogic's mission is to empower rural and Indigenous peoples to restore and protect tropical ecosystems in Central America and Mexico.



Where We Work



Mexico
Guatemala
Honduras

Vision

We envision a world where rural communities lead in the creation of a sustainable world for both people and planet.

Our Approach

We work in partnership with rural and Indigenous-led organizations and communities to provide access to:

1. Tools and training to build awareness, skills, and capacity within communities;
2. Incentives that catalyze the adoption of sustainable practices; and
3. Networks with local, regional and international actors and initiatives.

Our approach fosters holistic, sustainable development in which conservation, human well-being, and community development are mutually reinforcing.

Action Areas and Tools

We engage in participatory planning with our local partners and community members, drawing on traditional knowledge and lived experience to co-create strategies that reflect each community's conservation and development priorities. Together, we implement practical approaches that advance environmental protection while meeting the needs of the people who depend on the land.

How EcoLogic Conserves and Restores Forests in Mesoamerica

Economic Incentives
for Conservation of
Forests & Biodiversity



Sustainable
Farming



Biodiversity
Climate Resilience
Ecosystem Services
Human Well-Being



Healthy Homes



Capacity Building

Environmental
Education



Community-Led
Forest Restoration



Program Impact Snapshot

In 2024, EcoLogic worked hand-in-hand with local communities to protect and restore vital ecosystems, promote sustainable livelihoods, and build a future where people and nature thrive together. Every tree planted, every stove built, every seed sown was made possible because of you.

We are honored to share what we've accomplished together!

Community-Led Forest Conservation and Restoration

226,997 trees grown for reforestation in 176 hectares

187,073 hectares of critical forest landscapes protected

40,466 hectares directly monitored through community patrols and tech-based tools



Sustainable Agriculture

90,146 plants produced

176 hectares of new agroforestry systems established

356 farmers trained in sustainable practices

Healthy Homes

480 fuel-efficient stoves installed, reducing smoke and firewood use

232 home gardens established to improve food security



Financial Incentives

\$155,241 of income generated for rural families through conservation-linked livelihoods

Environmental Education

283 workshops delivered

7,008 youth and adults reached with conservation and climate education

Community-Led Forest Conservation & Restoration

EcoLogic partners with rural and Indigenous communities to restore and protect vital forests. Through hands-on training, practical tools, and sustained collaboration, we support local partners to take the lead in stewarding their forests sustainably, for their futures and the planet we share.

In 2024, we worked with communities to grow **226,997 trees** for reforestation across **176 hectares** and to protect **187,073 hectares** of critical forest landscapes. We also supported the direct monitoring of **40,466 hectares** to strengthen local conservation efforts.

These efforts not only safeguard the rich biodiversity of Mesoamerican ecosystems but also uphold the knowledge, traditions, and leadership of the people who call these forests home, ensuring they continue to thrive for generations to come.

Regional Snapshots:

26,353 hectares of forest protected in Tonicapán and Cobán, Guatemala.

24 forest monitoring visits conducted in Oaxaca, Mexico to prevent activities, such as illegal cutting, and conserve an additional 500 hectares.

407.2 hectares of mangroves in Sarstun, Guatemala conserved to preserve ecosystem resilience.

21 community brigade members trained and equipped to combat wildfires in Honduras.



Impact Story: A Leader in the Forest

A Leader in the Forest: Doña Catarina's Journey to Empower Her Community

Totonicapán, Guatemala

In the highlands of Totonicapán, Guatemala, where the air is crisp and the pine trees stretch toward the sky, Doña Catarina Osorio Cac walks through the rows of her family garden, inspecting the chard, onions, and fava beans that now grow beside her traditional corn.

*A single mother from the village of Casa Blanca in the 48 Cantones region, Doña Catarina is a respected leader, a speaker of K'iche', and a woman who has dedicated more than 15 years to organizing her community. This year, with support from EcoLogic and the Junta Directiva de Bienes y Recursos Naturales de los 48 Cantones, her leadership helped bring **agroforestry systems, fuel-efficient stoves, and food security solutions** to families in her village.*

"I've always believed that women have the power to care for the land and lead their communities," she says. "With each project, we grow stronger."

In 2024, Doña Catarina helped implement family gardens using native crops, promoted the adoption of Justa Chapina fuel-efficient stoves to reduce firewood use and smoke inhalation, and encouraged other women to participate in agroforestry systems that now blend traditional crops like corn and fava with trees like alder, apple, and peach.

She also played a key role in strengthening women's economic autonomy through local microenterprises and supported younger women in learning to lead. Her ability to weave together tradition, innovation, and community vision exemplifies EcoLogic's mission: conservation that is led by — and for — the people who depend on the land.



Sustainable **Agriculture**

EcoLogic promotes sustainable agriculture practices that strengthen livelihoods and protect the environment. We train farmers in agroforestry, soil conservation, and other techniques that boost productivity, restore degraded land, and reduce pressure on surrounding forests.

In **2024**, we worked with communities to grow **90,146 plants** to establish **115 hectares** of new agroforestry systems and provided training to **356 farmers**.

EcoLogic supported farmers in adopting sustainable agricultural practices that enhance food security while protecting the environment.

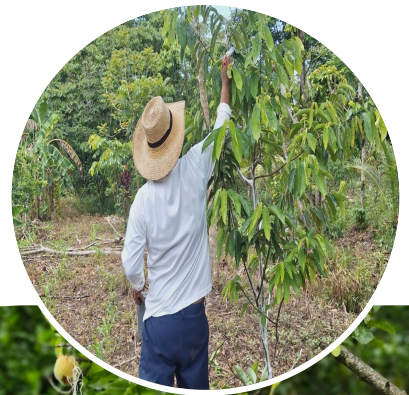
Regional Snapshots:

356 agroforestry systems established in Totonicapán, Guatemala, combining staple crops like corn and beans with fruit and timber trees.

40,000 plants produced for agroforestry in Oaxaca, Mexico.

135 new agroforestry plots established in Ixcan, Guatemala.

11 hectares of new agroforestry parcels in Honduras, including **81 technical assistance visits**.



Healthy Homes

EcoLogic works with families to create healthier homes and stronger communities. We install fuel-efficient stoves that reduce harmful smoke and conserve firewood, while supporting the establishment of home gardens that provide fresh, nutritious food and enhance household food security.

By the end of 2024, we **installed 480 fuel-efficient stoves** and established **232 home gardens**.

Our work helped families improve their living conditions while protecting natural resources.



Regional Snapshots:

186 family gardens established in Tonicapán, Guatemala and Honduras, enhancing nutrition and food security.

310 fuel-efficient stoves installed, reducing deforestation and harmful indoor air pollution in Tonicapán and Sarstún, Guatemala and Mexico.

30 new home gardens were established in Mexico, with a very abundant radish crop – enriching diets, preserving local traditions.

Strengthened our partnership with Stove Team International to enhance fuel-efficient stove design and increase production.

Financial Incentives

EcoLogic supports innovative programs that provide financial benefits to communities for protecting their natural resources. These programs create sustainable livelihoods that are linked to conservation outcomes.

In 2024, we helped communities **generate \$155,241 through participation in Payment for Environmental Services (PES) initiatives, the sale of honey, and the establishment of small enterprises.**

We have implemented innovative programs that provide financial benefits to communities while preserving natural resources.

Regional Snapshots:

\$27,500 generated through beekeeping initiatives in Ixcán, Guatemala.

10 Indigenous women entrepreneurs in Totonicapán, Guatemala, supported to run food businesses rooted in traditional recipes and homegrown ingredients.

\$80,972 in income generated through PES programs in Mexico.

\$22,500 generated through mangrove conservation under the PROBOSQUE program in Sarstun, Guatemala.



Impact Story: Sweet Success

Sweet Success in Santa María Tzejá

In the remote community of Santa María Tzejá, Guatemala, the gentle hum of bees is more than just background noise — it's the sound of resilience and opportunity.



Bertha Ralios, a beekeeper and caretaker of her family's apiary, harvested honey in April and May. Thanks to equipment provided by EcoLogic (including a pavilion canopy and a four-frame extractor) Bertha and her fellow beekeepers no longer have to rent costly machinery from outside the community.

“Before, the cost of renting an extractor and paying for labor made honey production feel impossible,” she shares. “Now that we have the equipment, it's not only easier, but we're motivated to grow.”

With her husband in poor health due to diabetes, Bertha has taken over full responsibility for the apiary. The honey she harvests not only brings much-needed income but also serves as a natural remedy for her husband's skin wounds. “The bees are helping us survive,” she says with quiet pride.

With EcoLogic's support, more local beekeepers have been inspired to join the group. Beyond access to shared tools, they are now benefiting from technical assistance and training, building skills, strengthening community ties, and creating sustainable livelihoods through conservation. Bertha's journey reflects EcoLogic's mission in action: when rural people have the tools and trust to lead, they create powerful change — for their families, their forests, and their future.



Environmental Education

EcoLogic inspires the next generation of environmental leaders through engaging educational programs. We work with schools and communities to teach children and adults about the importance of nature and how to protect it.

In 2024, we held **283 workshops**, reaching **7,008 youth and adults** through our environmental education programs.

Through our environmental education initiatives, we inspired action and awareness.

Regional Snapshots:

1,875 students engaged in hands-on conservation learning experiences in Totonicapán, Guatemala

75 teachers trained to incorporate environmental education into their classrooms in Totonicapán, Guatemala

25 workshops and training sessions conducted for young bird watchers in Mexico.

1,213 youth engaged through workshops, trainings, and learning exchanges in Honduras.



Impact Story: Technology in Action

Technology in Action – Defending Laguna Lachuá’s Forests

In 2024, deep in the heart of Guatemala’s Laguna Lachuá National Park, forest rangers and EcoLogic staff responded to a series of escalating threats: wildfires and unauthorized forest clearings within the protected area. These were not planned drills or scheduled patrols — they were urgent interventions, sparked by real-time alerts and carried out under pressure.

What made a critical difference this year? **Technology.**

Equipped with two-way radios, drones, and the Global Forest Watcher app, local rangers were able to detect and respond quickly to emergencies, even in areas with no cell signal or direct access.



“The radios were essential,” shared a member of the ranger team. “There’s no phone signal in the park. During the fire, we relied on radios to coordinate safely between teams.”

Meanwhile, drone technology provided eyes in the sky, offering aerial views of fire paths, guiding ranger movement, and identifying hot spots in otherwise inaccessible terrain. The drone was also used to document potential forest clearings, enabling rangers to assess the situation before entering, reducing risks and avoiding unnecessary conflict.

In parallel, Global Forest Watcher provided real-time alerts of fire activity and deforestation hotspots. This allowed EcoLogic and the park management to prioritize action, saving time, forest, and resources.

“With these tools, we not only acted faster — we acted smarter,” one ranger emphasized. “It changed how we protect this forest.”

This story from Laguna Lachuá shows how community-based forest monitoring, when paired with the right tools, can enhance conservation impact. It’s not just about having the equipment, it’s about putting it in the hands of the people who are already deeply committed to protecting the land they live and depend on.

Organizational Updates

Beyond our programs, EcoLogic is proud to report on some of our accomplishments throughout 2024 and the enduring impacts that we and our partners are having on conservation practices.

Honoring Partnerships and Innovations in Forest Conservation

We're thrilled to share three exciting updates:

- Our project in the Communal Forest of Totonicapán was featured by the World Wildlife Fund for their 30th Anniversary Celebration in Guatemala
- We received the 2024 F5 Tech for Good Grant to enhance forest monitoring
- Our colleague, Marco Acevedo, PhD, joined the Advisory Board of Global Forest Watch.

EcoLogic Selected as Featured Partner

We were honored to be selected as a featured partner by 1% for the Planet, a global network of businesses that donate 1% of their annual sales to environmental causes. This partnership will help us expand our impact and reach even more communities.

Fair Planet Publication: The Power of Indigenous Women

In June 2024, EcoLogic Field Technician Severiana Domínguez was featured in FairPlanet with her article, "Empowering Women, Protecting Forests," highlighting the crucial role of Indigenous women in conservation and cultural preservation in Oaxaca's Chinantla region. Read the full story [here](#).

EcoLogic at the Nature for Life Hub

EcoLogic was honored to join the Nature for Life Hub for a second year, where Mexico Program Officer Marco Acevedo showcased how we blend technology with community-led forest conservation across Mesoamerica. Highlighting tools like satellite data, drones, and the Forest Watcher app, the session emphasized the impact of combining traditional knowledge with innovation to empower local communities and strengthen global collaboration.

Charting Our Future: Strategic Planning for Lasting Impact

We are currently undertaking a strategic planning process, guided by our Board of Directors, to shape our vision and priorities for the next five years. With input from staff, community partners, and donors, we aim to align our programs and resources for greater impact. This plan will help us respond to emerging challenges while advancing our mission. We look forward to sharing the results with you.

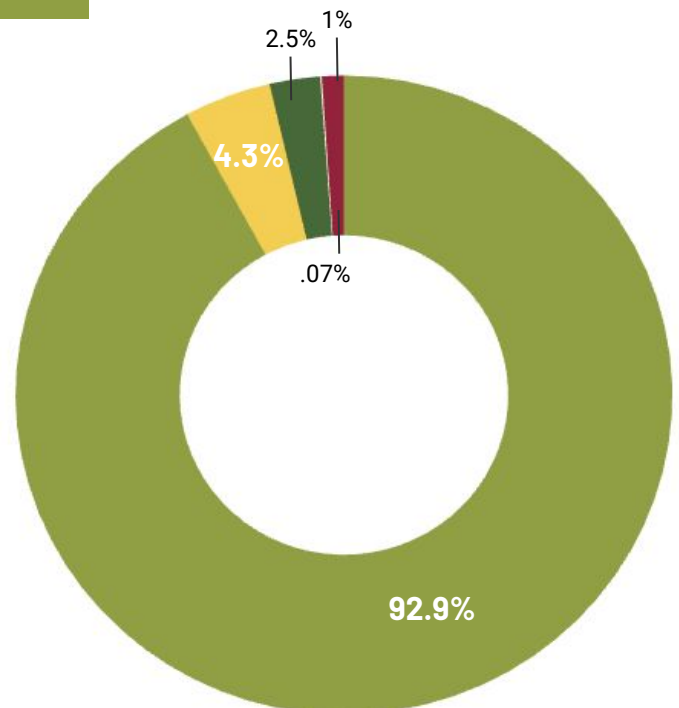
Our Financials

At EcoLogic, we take great care in how we manage and allocate funds—ensuring that every contribution is used effectively and strategically to support the communities and ecosystems at the heart of our work.

Support and Revenue

Grants and Contributions	\$1,044,843
In-Kind Donations	\$48,600
Contract Income	\$28,216
Interest & Dividend Income	\$887
Other Income	\$12,246
Loss on exchange rate	-\$152
Loss on investment in subsidiary	-\$6,876

Total Support & Revenue \$1,127,764



Our Financials

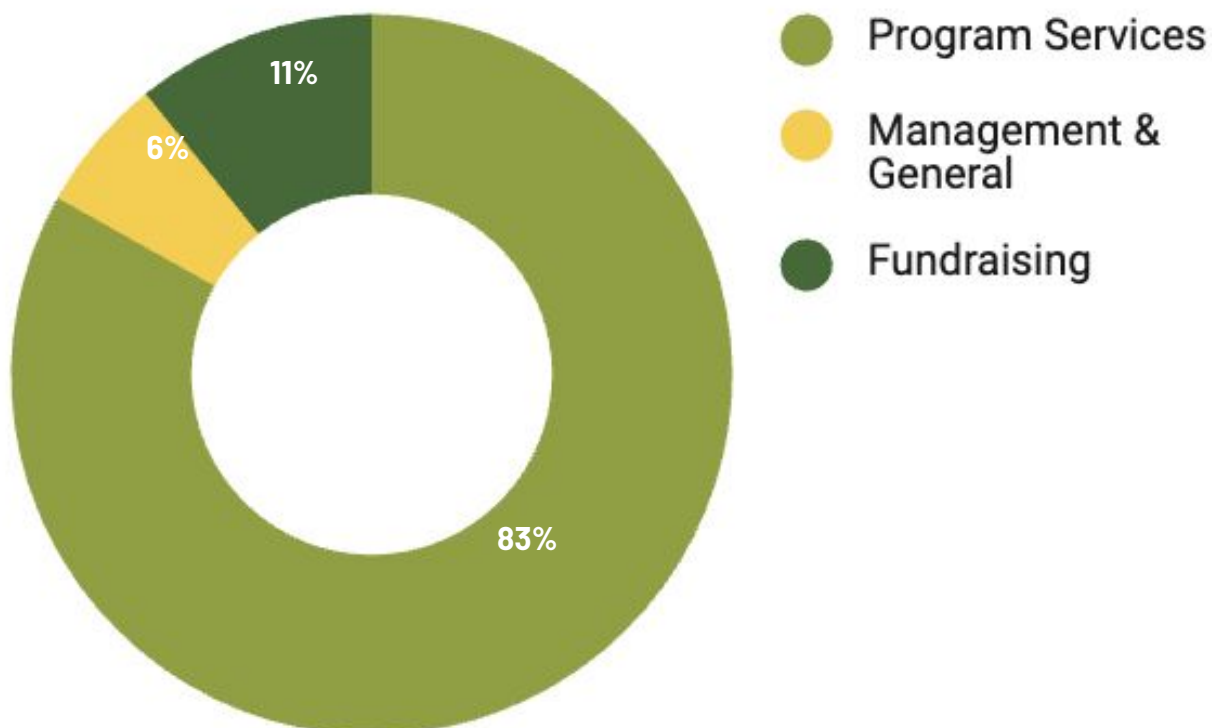
Expenses

Thanks to your generosity, **83% of EcoLogic's expenditures in 2023 were invested directly in programs across Guatemala, Honduras, and Mexico.** Each dollar you give helps unlock local resources, mobilize community leaders, and inspire hundreds of volunteers to take action.

This model of shared effort and deep partnership is what drives long-term, meaningful change, and we're profoundly grateful to have you as part of it.

Program Services	\$590,826
Management and General	\$43,088
Fundraising	\$76,582

Total Expenses \$710,496



Our People

Board of Directors

Eva Gurria, *Board Chair* — Governance and Partnerships Lead, Global Coordination Unit, NBSAP Accelerator Partnership

Monica Molina Austin, *Vice-Chair* — Chief Human Resource Officer, Community Servings

Kendra Ferraro, *Treasurer* — Enterprise Change Office, Capital Group

Suzanne Tani, *Secretary* — Financial Management Project Manager, Retired

Dr. David Barton Bray, *Member* — Professor, Dept. of Earth and Environment, Florida International University, Retired

Noemi Custodia Lora, *Member* — Northern Essex Community College, Vice President of Lawrence Campus and Community Relations

Rosa Esther González García, *Member* — Regional Manager for Mexico, Central America, and the Caribbean for The New York Times Licensing Group

Diego Ochoa, *Member* — Programme Management Advisor (Communication and Advocacy), NBSAP Accelerator Partnership

Bill Green, *Emeritus*

Barbara Vallarino, *Ex Officio*

Retiring Board Member Acknowledgment

We extend our heartfelt appreciation to the members of EcoLogic's Board of Directors who retired at the end of 2024. Your dedication and leadership have been instrumental in advancing EcoLogic's mission.

Through your vision and commitment, you have helped shape EcoLogic into a powerful force for environmental conservation and community empowerment. We are truly thankful for your invaluable contributions and lasting impact.

Thank you!



Patricia Goudvis
Years of Service:
2012-2024

Our People

Staff (US and Regional)

Barbara Vallarino

Executive Director

Mario Ardany de León

Program Officer, Guatemala

Marco Aurelio Acevedo

Program Officer, Mexico

Carlos Duarte Euraque

Program Officer, Honduras

Jacobo Ricardo Gramajo Escobar

Finance Officer, Regional Office

Sabina Cacatzúm

Finance Assistant, Regional Office

Rosana Olivo

Financial Coordinator

Alessandra Granelli

Social Media and Outreach Coordinator

Field Technicians

Eliazar Isaac Bo Che

APROSARSTUN

Fernando Recancoj

Natural Resource Council of the 48 Cantons of Totonicapán

Jonatán Tzún

Altiplano Resiliente

Antonio Reyes Montejo Caba

Municipality of Ixcán

Kevin Tomas

Municipality of Ixcán

Severiana Domínguez

FARCO

Víctor Daniel Escobar

MAMUCA

Delia Patricia Medina

AJAASSPIB

Roberto Valerio

MACO

Our Partners

Local Partner Organizations

Guatemala

Mayan Association for Wellbeing in the Sarstun Region (APROSARSTUN)

Natural Resource Council of the 48 Cantons of Totonicapán

Municipality of Ixcán, Quiché Department

Mexico

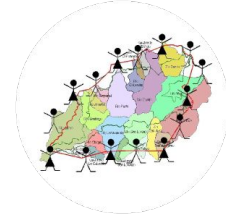
Regional Environmental Collaborative for the Chinantla Region of Oaxaca (FARCO)

Honduras

Municipalities of the Central Atlantida Department (MAMUCA)

Association of Water Committees of the Southern Sector of Pico Bonito National Park (AJAASSPIB)

Joint Environmental Management Agreement of the Municipality of Olanchito (MACO)



Our Supporters

We are deeply grateful to the many loyal donors who supported our work.

Special recognition is provided in this Annual Report to our corporate sponsors and individuals and organizations who contributed \$1,000 or more.

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Warren Darrell
Hugo Hanse
Seren Ozkan
Beaujena Stoyanchev
Cindia Wong

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ECOLOGIC

DEVELOPMENT FUND



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Our Ratings!

