



## **ASSOCIATION PRO TERRA SANCTA**

### **NGO – NPO**

Registered Office in Via Matteo Boiardo 16, Roma (RM)

Tax Code n. 97275880587

### **MISSION REPORT**

The mission report, which is to be considered as the management report in commercial companies, accompanies the financial statement closed on December 31<sup>st</sup> 2020 and it is drawn up in compliance with the Guidelines of the National Council of Chartered Accountants and Accounting Experts (CNDCEC) and the “Guidelines and schedules for the preparation of the financial statement of non-profit organizations” issued by the Agency for NPOs on February 11<sup>th</sup> 2009 and appropriately adapted to the specificities of the Association.

### **WHO WE ARE**

The Association pro Terra Sancta is an NGO (article n. 28 L. 49/1987), as per Ministerial Decree n. 2006/337/001504/0 of April the 12, 2006, and is enlisted as an NPO (article n. 26, clause 2-3, L. 125/2014 and article n. 17 of the Ministerial Decree n. 113/2015) decree n. 2016/337/00140/4 of the 4th of April 2016. In 2019 we provided to update our Statute as per the Third Sector Code in order to be enlisted in the National Record of the Third Sector. We are active in developing and economically transitioning areas where emergency relieve is needed, particularly in the Middle East and in the following countries: Syria, Lebanon, Palestine, Israel, Jourdan, Egypt and Greece.

We pursue civic, solidarity and social goals by carrying out the following activities (see article 5 of the Legislative Decree n. 117/2017):

- a) cooperation and development;
- b) charity;
- c) defence and valorisation of the Cultural Heritage;
- d) defending and rising awareness about Human, Civil, Social and Political Rights;
- e) education and professional formation;
- f) organization and management of touristic activities with a social, cultural and religious characterization;
- g) organization and management of cultural activities;
- h) fair trade, social impacting and ethical finance, micro-credit programs;
- i) long-distance sponsorships.

Association pro Terra Sancta mission is to foster bonds between the Holy Land and the World.

### **Organizational structure and staff**

We work in the Middle East beside the presence of the Custody of the Holy Land. The mission of our staff both in Italy and abroad is to propose development actions in the Middle Eastern context and to provide aid to the local population in a perspective of dialogue and peace.

Our staff in Italy is composed of 20 people: 11 employees and 9 collaborators who deal with fundraising activities, communication, project management and administration.

Our staff abroad is composed of 29 collaborators (25 contracts and 4 co.co.pro).

Moreover, in 2020, Association pro Terra Sancta, by means of agreements with other partners, hosted 10 volunteers in two civil service projects.

### **Statutory and Supervisory Bodies**

#### **- General Assembly**

15 members, both religious and laic.

The Assembly deliberates on the program and the activities of the Association, it approves financial statements and appoints members of the various corporate bodies. It meets once or twice a year. In 2020 the Assembly met twice and more than 90% of its members took part in the meetings.

- Board of Directors

Appointed on June 3<sup>rd</sup> 2019, in office until the approval of 2022's financial statement:

President: Francesco Patton

Advisors: Jacek Jaształ Dobromir, Tommaso Saltini, Carla Benelli, Francesco Cassese, Francesco Ielpo

The Board of Directors is responsible for the ordinary and extraordinary administration of the Association and it formulates views and proposals concerning the activities. It meets four or more times a year. In 2020 it met four times and 100% of its members took part in the meetings.

- President

Francesco Patton

- Vice-President

Jacek Jaształ Dobromir

- Director General

Tommaso Saltini

- Supervisory Body

Federico Pamovio (appointed on October 29<sup>th</sup> 2020, in office until the approval of 2024's financial statement)

The Supervisory Body monitors compliance with the law, the charter and the principles of proper administration.

- Auditors

Deloitte & Touche S.p.A. (appointed on October 29<sup>th</sup> 2020, in office until the approval of 2022's financial statement)

- Secretary General

Marco Carrara (appointed on April 27<sup>th</sup> 2020, in office for five operational years)

## **Supervisory Committee**

Appointed on September 7<sup>th</sup> 2018, in office until September 6<sup>th</sup> 2021.

Libero Buzzi, Giacomo Cardani, Federico Pamovio

The Supervisory Committee is responsible for monitoring compliance with the Organizational Model and its provisions pursuant to Legislative Decree no. 231/2001.

## **Council of Supporters**

Established in 2013, the Council of Supporters is an advisory body external to the statutory system of the Association; it gathers people with experience and professionalism who can encourage the promotion of the programs and projects of the Association.

## **STAKEHOLDERS**

Our stakeholders are our 31,308 benefactors, 30,396 of those being individuals, 889 groups and Associations, 19 Private and 4 Public Institutions.

Our Major Donors – Public and Private Institutions wise- are Cei, Missionszentrale der Franziskaner, FAI, Misereor, AICS, UE.

Some data on our secondary stakeholders:

- 59 staff members employed in Italy and In foreign countries;
- 37 Italian suppliers involved in the our marketing campaigns;
- 45 local-based suppliers involved in the development and implementation of our projects;
- 55 local-based partners involved in the development and implementation of our projects.

Beneficiaries directly involved in our activities and projects are 62,950, 7350 of those being in Israel and Palestine and 1500 in Lebanon.

## **FUNDRAISING**

Fundraising is carried out in multiple languages with the main intent of potentially reaching global donors. Bonds with Italian donors are the strongest ones whilst those with European and Anglo-Saxon donors are numerous.

Fundraising is directed to both Public and Private Institutions through calling for tenders and to privates forwarding regular and digital communication (foreign donors are addressed only digitally). Acquisition of new donors is carried out through the rental of postal records, magazine direct marketing and through lead generation digital campaigns.

Funds coming from calls are used for the activities described in the application phase and are accountability and documentation as required by the Donor or the financing Institute.

Private-donors funds are collected through spontaneous donations or in response to direct communications and are redirected based on the destination specified in the donation description. If the donation description is not specified, the donated sum will be allocated on the base of the goals planned and budgeted yearly by the Board of Directors. Activities realized thanks to the funds raised as above described, are publicized online on our institutional website and/or in the direct communications to donors.

Our communication campaigns, beside the objective of supporting the projects, are directed to informing our supporters and keeping them in touch with the Holy Land, core of our Mission: a huge amount of attention is given to content creation, as it is the main way of enhancing the knowledge of the Holy Land and its landmarks (plus valuable religious themes) and of reporting on activities and projects in progress. During 2020 the main topics related to fundraising were: Syria, Holy places (with a focus on Nazareth in May), Emergency Relief in Lebanon, Holy Land schools, Covid-19 emergency in Bethlehem, Dar al Majus project.

Fundraising activities have increased the received donations from € 8,719,525 in 2019 to € 8,948,869 in 2020. In particular, privates' donations have increased of 34% highlighting a greater affection of donors to our mission.

## **ACTIVITIES AND OBJECTIVES**

Our Mission is to foster bonds between the Holy Land and the world.

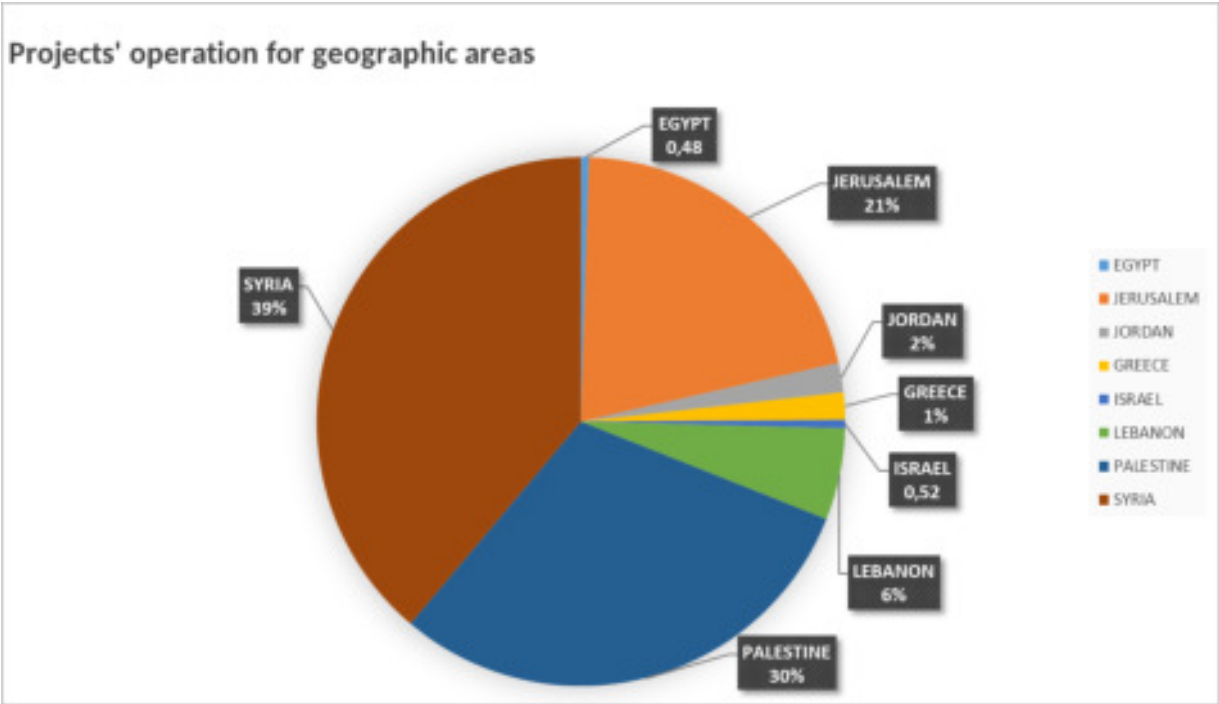
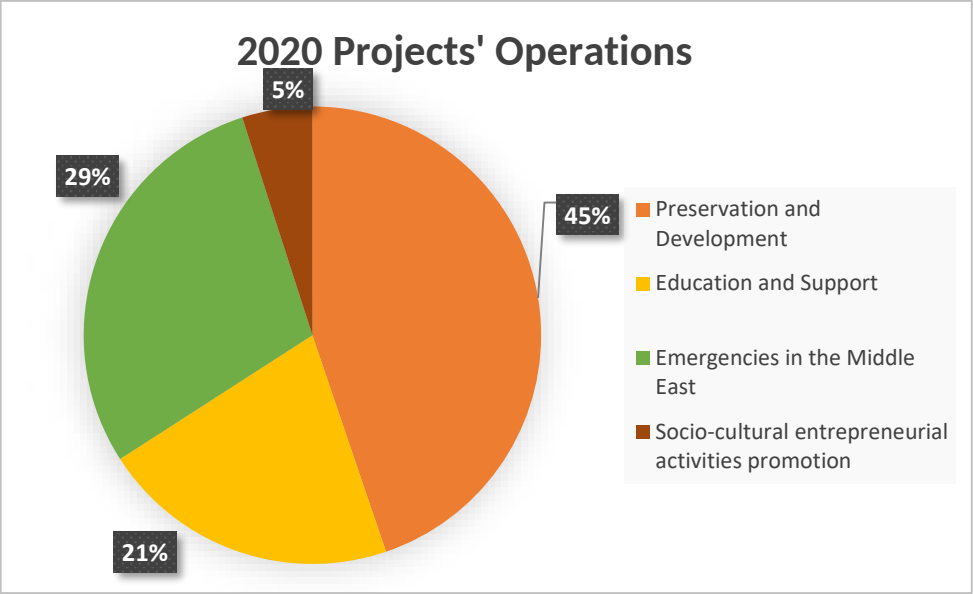
We are active in the Middle East and we support the Franciscan Custody. Our operation areas are Emergencies in the Middle East, Education and Support, Preservation and Development of socio-entrepreneurial activities.

### Operation Areas

In the following scheme the places where we are active in with PTS staff are highlighted in orange whilst the operation areas where we are active through partnerships with religious bodies and/or local partners are identified by yellow:

<u>Israel and Palestine</u>	<u>Egypt and Jourdan</u>	<u>Syria</u>	<u>Lebanon</u>	<u>Greece</u>
Jerusalem	Amman	Damascus	Beirut	Rhode
Bethlehem	Mount Nebo	Aleppo	Tripoli	Kos
Bethania	Cairo	Latakia	Tiro and	
Jericho	Alexandria	Knaye-	Harissa	
Sebastia	Port Said	Hama		
Gaza	Assiut			
Nazareth				

Our projects cover 45% of the operations in the Conservation and Development area, 29% in the Emergency in the Middle East area, 21% in the Education and Support area and 5% in socio-entrepreneurial activities.



**Preservation and Development**

We contribute to preserving the historical places of the Holy Land with the aim of raising awareness of their value by all the local communities, including the Jewish and Muslim ones, and by tourists and pilgrims as well. The recovery, conservation and valorisation activities are also an opportunity to train skilled workers and craftsmen, create job opportunities especially for the most vulnerable population groups (young people, women, people with disabilities), and generate income sources through social and cultural activities linked to sustainable tourism and new forms of hospitality. The valorisation of cultural heritage facilitates and creates opportunities of meeting and coexistence among different people living in this land chosen and loved by God. In 2020 our actions focused on the restoration of buildings in Bethlehem and Jerusalem and the reconstruction of houses in Syria to promote social recovery.

### **Education and Support**

The education of new generations is essential to build hope for a future of peace and development in land battered by conflicts; while access to basic medical assistance gives dignity to the poorest and increases life quality. Education and Support projects, carried out also in collaboration with other charitable works in the Holy Land, assist the needy (with particular attention to disabled children and women with difficulties) and train new generations of young people by providing them with access to quality education and vocational training opportunities. Finally, we are committed to provide medical and health assistance to people who cannot afford essential care.

#### Emergency in the Middle East

Humanitarian emergencies in the Middle East are still dramatically relevant, particularly in the region called "Saint Paul Region" (Lebanon, Syria, Jordan). Emergency Relief projects guarantee the distribution of essential goods to support the population affected by the war and, where possible, the reconstruction of what has been destroyed during the conflict to encourage the rebirth and the development of the civil society. In 2020 two major challenges were added to the emergency linked to Syrian conflict and the dramatic situation of refugees: the Covid-19 pandemic and the explosion in Beirut's port. Our intervention in this sector has thus grown, providing aid and assistance to the population affected by the health and economic crisis, and supporting local hospitals and charitable works.



## **Socio-entrepreneurial Activities**

We develop and manage guest houses, workshops, local craft activities (such as mosaic creation, and candle or soap production) as well as visits, itineraries, ad hoc sustainable trips, in order to support the development of local communities and preserve their cultural heritage. Our actions aim at supporting both local people through vocational training and job creation and various social and cultural initiatives as well.

## **Future Prospects**

In 2020, the Covid-19 emergency affected our projects by slowing down the implementation of our activities. Institutional fundraising faced slowdowns as well, but we managed to compensate for them thanks to the generosity of private benefactors who show their bond with our charitable work in the Holy Land. In 2021, despite the persistence of the global pandemic we keep working both in Italy and in Middle Eastern Countries and we hope to increase our intervention once both collaborators and tourists will be able to move freely across countries again.

**Tommaso Saltini**

General Director

