

## Esperanza Project - Sustainable development in the Province of Chimborazo

DESCRIPTION OF MAIN ACTIVITIES REALIZED	NUMBER OF BENEFICIARIES	AMOUNT IN USD
<p><b>Construction of a Cheese Factory in La Esperanza.</b> Work began in February 2013 and finished in November. The community defined this as a priority project, which was partially inspired by the positive results achieved over the last few decades in Salinas de Guaranda. Salinas is a town located in the province of Bolívar, which under the direction of Father Antonio Polo has managed a remarkable level of social and economic development by relying on workers' cooperatives and fair-trade practices. The cheese factory in La Esperanza will also serve as an engine for development, which in addition to creating jobs, will be influential in terms of people's attitudes towards management of local natural resources, hygiene and animal welfare, and cooperative organization.</p>	150 families	<b>61,104</b>
<p><b>Construction of 32 bathrooms and 30 clothes-washing stations in the community of Chacabamba Chico Cagrín</b> This project was started in December 2012, and involved a total cost from that date of 40,153 USD. So far, we have constructed 161 bathrooms in the area; we received official recognition for this work in August 2013 from the Head of the County of Colta (Province of Chimborazo).</p>	32 families	<b>19,196</b>
<p><b>Improvements to the water system in several communities.</b> Thanks to the technical help of hydrologists from the 'Surgentes' organization, with which we have deep collaborative ties, we were able to improve the quality of water catchment systems in La Esperanza, Nueva Esperanza, Cochaloma, and Quishuar Chacabamba. We also carried out studies for further improvements in the region.</p>	160 families	<b>6,777</b>
<p><b>Irrigation and water delivery system in San José de Cagrín.</b> Based on studies performed with 'Surgentes' last year, we were able to construct catchment systems, holding tanks, and water distribution channels in several areas of the community.</p>	40 families	<b>5,983</b>



Facade of the new Cheese Factory in La Esperanza



View from the rear, where milk will be delivered



The community of San José de Cagrín gets ready to install water pipes



This building in Balda Lupaxi will be used as a kitchen and dining hall

**Balda Lupaxi.** Construction of a building which will serve as a kitchen and dining hall for school students. This project was realized with the aid of Ecuadorian friends from the organization 'La escuela de la felicidad'.

150 children

**5.183**

**School 'Oswaldo Guaysamin de Secao'.** A holding tank and pumping station were completed, which will allow running water to be supplied to bathrooms in the school.

400 students

**1.515**

**Savings and Loan operation 'Ñukanchik Kawsay'.** With great satisfaction, we continue our rural banking project, giving micro-loans to local residents. In 2013, we have overseen growth in the bank, and deposited \$3,360 in our own account, to guarantee increased liquidity.

500 people

**3.630**

We continue to receive wool at our collection center, where we offer **fair trade prices** to producers. Our wool is processed in the cooperatives of Salinas de Bolívar.

All year long our **volunteers collaborate with local schools** offering tutoring help during school hours.

In La Esperanza, we are operating a program to help young people learn about **audio-visual technologies**. At the same time, they have been making **documentaries and a short film** under the guidance of some of our Spanish volunteers.



Chacabamba Chico Cagrín. One of the 32 family bathrooms built in 2013, with a concrete clothes-washing station visible in the foreground.



Esperanza, May 2013. Medical and dental care was made available in La Esperanza, thanks to the participation of Italian volunteers.



Esperanza, August 2013. Construction of a traditional 'choza', and adobe-walled, thatched-roof dwelling.



The finished 'choza', which will serve as the beginning of a tourism project designed to employ local architecture.

## Chone Project

In 2013 we were able to replace the **electrical equipment** and install an **Infocus Projector** in the 'Juntos Venceremos' school in Chone, in the Province of Manabí. This was done with the help of the 'Sporting Spirit' adaptive ski team from Lombardy, Italy. The total cost of the project was 2,123.19 USD.

## Orphanages: 'Saint Vincent de Paul' in Quito and 'Manuela Perez' in Ibarra

In 2013, we also continued to support orphanages in Quito and Ibarra, thanks to the help of Susanna Napolitano. This year, we realized many activities with the children, including courses in music and dance.

We also completed renovation work on classrooms in the Saint Vincent de Paul orphanage in Quito, thanks to the help of students and professors from an 'Events and Protocol' course at the San Francisco University of Quito.



A renovated classroom at St. Vincent de Paul in Quito

A graphic for a wedding announcement. At the top is a diamond icon. Below it, the text "will YOU marry ME?" is written in a mix of fonts, with "YOU" and "ME" in large, bold letters. In the center is a cartoon illustration of a man in a tuxedo running. At the bottom, the text "Ayuda Directa" is written in a large, stylized font. Below that, it says "BIGLIETTI ° INVITI MATRIMONIALI Ideati dai bambini dell'orfanotrofo SAN VICENTE DE PAUL di QUITO - ECUADOR." and "A SPECIAL CARD FOR YOUR SPECIAL DAY. Make it special!". The email address "info@ayudadirecta.org" is at the bottom left, and the "AYUDA directa" logo is at the bottom right.

We're still offering greeting cards and wedding announcements created by children from the orphanages. If you're interested, we can put you in touch if you write to us at: [info@ayudadirecta.org](mailto:info@ayudadirecta.org)

## Guagua Program - Support for improvement in education

The *Guagua* ('child' in Kichwa) program continues to operate in 9 schools. Most funds have gone towards infrastructure improvement.

Amounts invested in <i>Guagua</i> schools (in USD)	
Columbe Grande	\$9,833.45
Esperanza	\$7,977.34
Chacabamba Chico Cagrín	\$4,118.70
San Carlos de Tipín	\$2,751.99
Ambrosio Lasso	\$1,796.02
Chisaló	\$784.42
Pinipala	\$291.97
Tepeyac Bajo	\$239.00
Varaspamba	\$223.15
Distributed costs over all 9 schools	\$1,028.64

In 2013, the largest-scale project we undertook was in Columbe Grande, where we built a new classroom for the school. In La Esperanza, we hired a person to be responsible for maintaining the school's plant, along with a teacher to give classes on computers. We also organized a year-end trip for all the children, and at the beginning of the year, we delivered school supplies. In the school in Chacabamba Chico Cagrín, we installed a playground, performed maintenance work on the school bathrooms, and organized another year-end trip. In San Carlos de Tipín, we built a small football pitch and did renovation work on classrooms.

We remind our readers that our work is done according to a plan developed in conjunction with the school teachers and parents at the beginning of the school year, with the goal of prioritizing each school's needs. In Pinipala, Varaspamba, Tepeyac Bajo y Chisaló, we performed important work in 2011, anticipating funds from this year's budget.

At the same time, our *Guaga* Program continues to operate in the places where it began. In Chone, Esmeraldas, and Sigchos we are financing individual student scholarships.

### INSTRUCTIONS FOR SUPPORTERS

We invite supporters who want to **send gifts** to contact our office in Quito. It's more convenient and less expensive to acquire gifts in Ecuador and deliver them directly, given customs problems and the cost of shipping. Please contact our office in Quito directly: [info@ayudadirecta.org](mailto:info@ayudadirecta.org)

Remember that in order to facilitate the payment of the annual scholarship fee, you can sign a direct debit account (RID/SDD, only for European supporters). If you have not already done so, ask for the form by writing us at: [info@ayudadirecta.org](mailto:info@ayudadirecta.org)

At the end of 2013 about **50% of supporters joined the online program**, giving up physical delivery of letters. This reduces time and cost and speeds up our work. We invite those who have not yet done so, to ask for the activation codes to take advantage of this new service, by sending a message to: [info@ayudadirecta.org](mailto:info@ayudadirecta.org) and specifying that you wish to suspend physical sending of the letters (we will scan them and send you an electronic copy).



The new classroom of Columbe Grande, Province of Chimborazo



With theater "Beto Respeto Evita Violencia", we shared educational messages in all schools where we work

## Fund Raising Activities

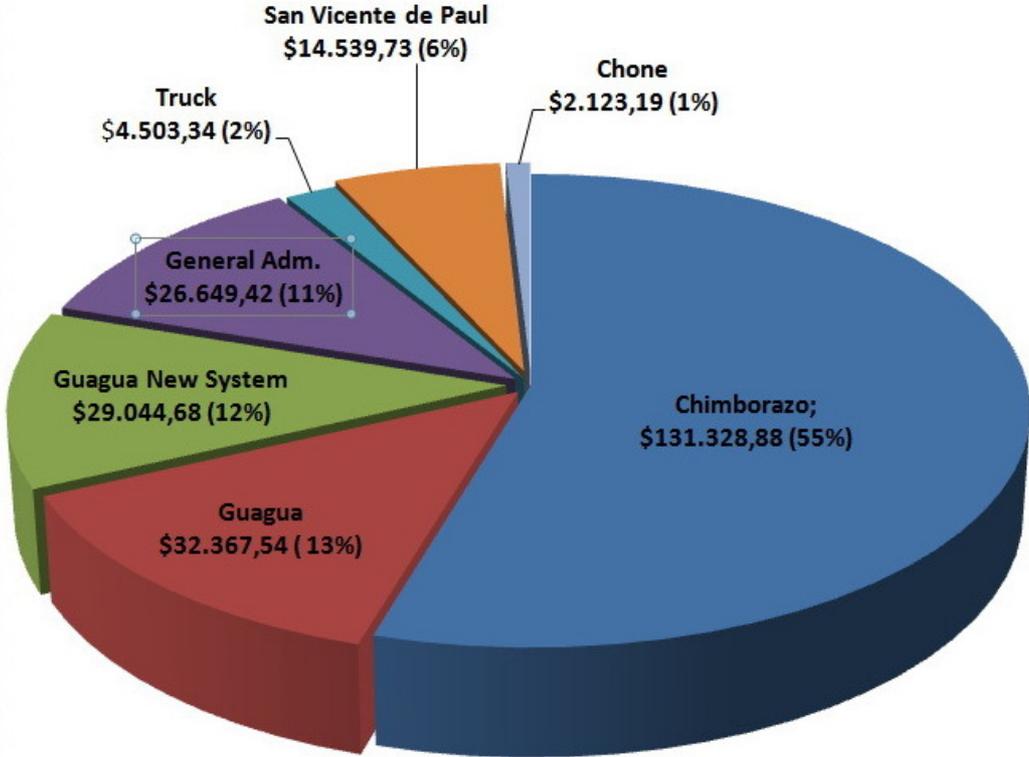
The following table shows that year after year, most of our income is derived from the activities of friends and supporters, whose tireless work makes everything we do possible.

DATA	DESCRIZIONE	IMPORTO	
27/05/2013	"Coscritti 1966". Group of Italian Friends who meet annually	300.00 Euro	 <p>"Bormiadi" has always been to support Ayuda Directa</p>
06/06/2013	Parish of Bormio (Sondrio, Italy)	1,000.00 Euro	
26/05/2013	Vegan Brunch (Worms, Germany)	500.00 Euro	
24/06/2013	Reed College (Portland, Oregon U.S.A.)	1,700.00 USD	
28/06/2013	'Sporting Spirit' Adaptive Ski Team (Lombardy, Italy)	1,000.00 Euro	
21/07/2013	Artisanal Market and Flea Market in Bormio (Sondrio, Italia)	792.39 Euro	
11/08/2013	Artisanal Market and Flea Market in Bormio (Sondrio, Italia)	1,111.33 Euro	
23/08/2013	Golf Tournament at Bormio Golf Co. (Sondrio, Italy)	1,500.00 Euro	
14/11/2013	Bormiadi - Olympic Games of Bormio (Sondrio, Italia)	2,500.00 Euro	
03/12/2013	Contribution from the NGO 'Surgentes di Cagliari' (Italia)	1,177.92 Euro	
13/12/2013	"Coscritti 1966". Group of Italian Friends who meet annually	800.00 Euro	
13/12/2013	Sales of cakes on Saint Lucy's Day, Valdisotto (Sondrio, Italia)	749.70 Euro	
19/12/2013	"Cinque per Mille". In Italy, the tax code allows people to designate 5 of each thousand Euro in tax to a non-profit organization. In 2013, we received the refunds from the 2011 tax year. 750 people chose to support Ayuda Directa.	17,790.11 Euro	
30/12/2013	Fundraising dinner in San Severo (Puglia, Italy)	300.00 Euro	
All of 2013	Private donations from the friends of Ayuda Directa Germany	10,000.00 Euro	

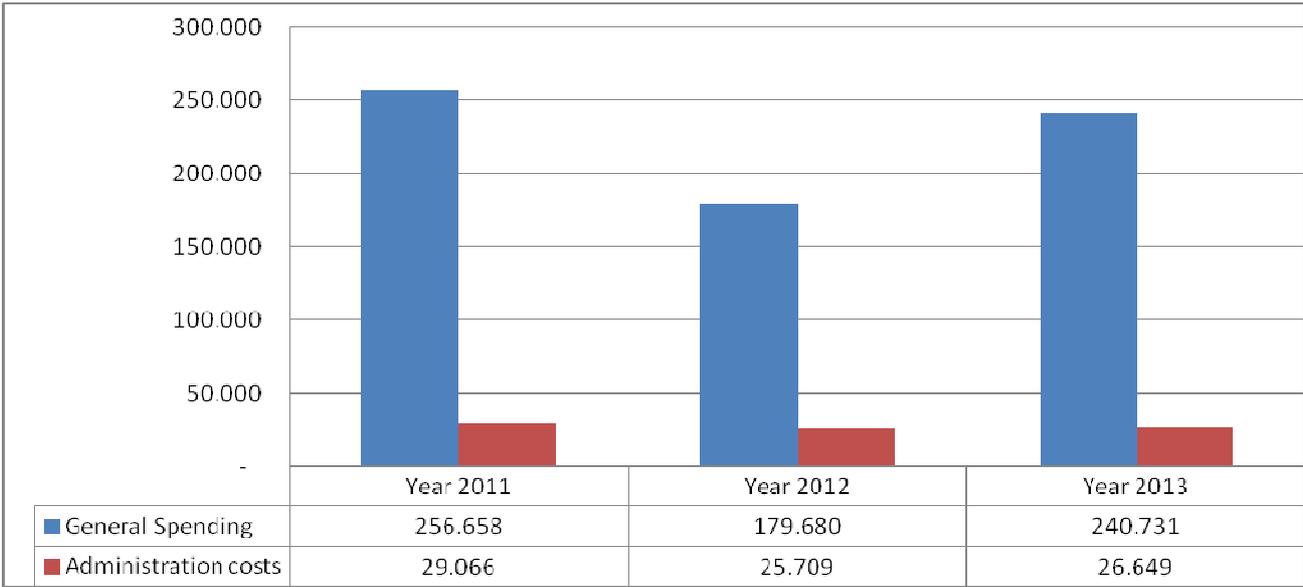
*Note: For privacy reasons we did not include the donations made in a personal capacity.*

# General Administration

In 2013 we invested \$ 240,731 in Ecuador, which at current exchange rates mean about 175,000 Euros, distributed in the various projects as indicated in the following graph:



Below is a table comparing the years 2011, 2012 and 2013:



We remind our readers that it is a central priority for us to keep administrative costs extremely low.

In 2013, such costs amounted to \$26,649 USD, which represents 11% of total expenditures.

Here is a breakdown of our administrative spending:

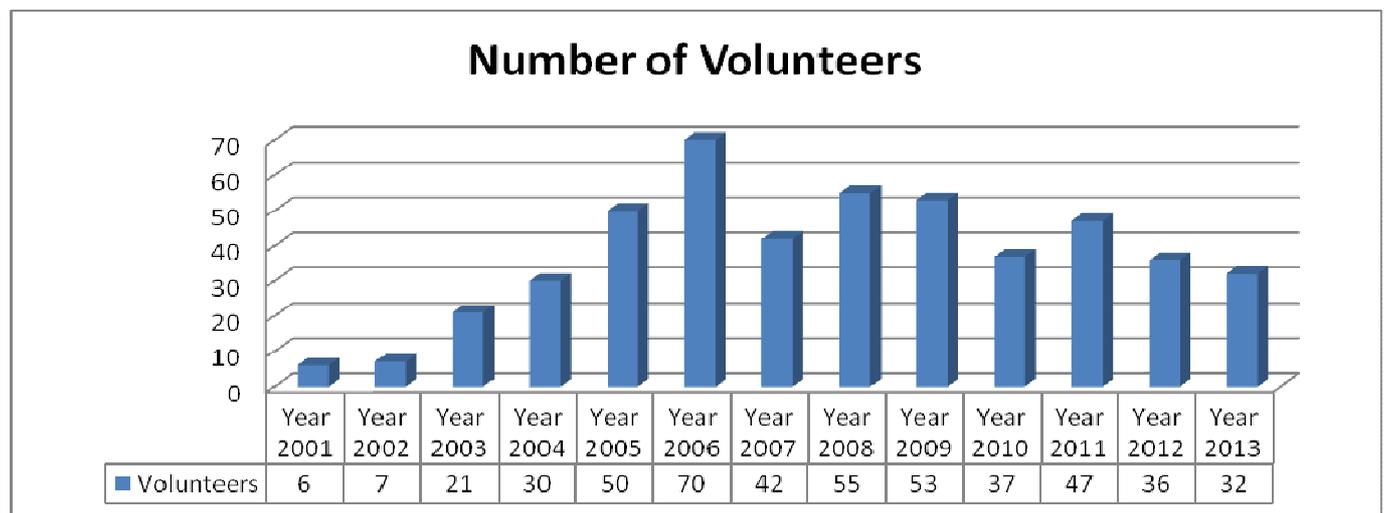
- ◇ USD 15,940 part-time salaries to various collaborators
- ◇ USD 2,602 office rent in Quito
- ◇ USD 4,831 taxes
- ◇ USD 1,386 for accounting
- ◇ USD 1,061 electric, phone, and Internet

Primary collaborators and technical consulting:

Name and Surname	Period	Job
Raúl Román	All year	Agricultural expert, Esperanza Project, <i>Guagua</i> Project
Nicole Testini	Until May 15, 2013	St. Vincent de Paul Project, <i>Guagua</i> Project, office work
Michele Urbani	All year	General administration

## Staff and Volunteers

This year we **welcomed 32 volunteers**. Over the summer we had four students from Reed College, in Portland, OR (USA), who participated in active projects over the course of three weeks. As in years past, we also had volunteers from the German Civil Service, and an intern from the Bocconi University in Milan (Italy). The rest of our volunteers came from Italy, Germany, and Spain. We thank all our volunteers and supporters, who have made it possible to maintain the spirit of Ayuda Directa over so many years.





Above: June 2013, a gathering of Ayuda Directa volunteers in Italy.  
Right: Esperanza (Ecuador), August 2013



---

#### **AYUDA DIRECTA PHILOSOPHY**

*Ayuda Directa is an independent, non-profit, organization formed by a network of friends of different nationalities, which supports the development and improvement of the life conditions of people in an efficient, transparent, and sustainable way. At the same time, Ayuda Directa ensures that the benefits of its projects go directly towards beneficiaries. We use reliable methods that respect local and cultural values that contribute to human development, environmental awareness, and improving the quality of life.*

---

For more information,  
visit our website

[www.ayudadirecta.org](http://www.ayudadirecta.org)

or contact us at our address

[info@ayudadirecta.org](mailto:info@ayudadirecta.org)



AYUDA DIRECTA ONLUS  
Apartado Postal 17-07-9188  
Quito, Ecuador

C.F.: 00788130144

If you are interested, you may request  
our detailed income statement for 2013  
by writing to us.

© This document is free of copyright.

Feel free to copy it and distribute it unmodified to people who you think will be interested in these issues