

Esperanza Project - Sustainable development in the Province of Chimborazo

DESCRIPTION OF MAIN ACTIVITIES REALIZED	NUMBER OF BENEFICIARIES	AMOUNT IN USD
San José de Cagrin (Cantón Colta) – Building of 12 family restrooms and renovation of 13 existing restrooms. In total we have built 199 restrooms until now in the area. Those activities have the objective to improve hygiene conditions and health of the local people.	25 families	21 996
Project of enhancement of aqueducts' system – Thanks to the collaboration of the NGO Surgentes (Italia), were executed works to improve water supplies 'system in the communities of Esperanza, Nueva Esperanza, Cochaloma y Quishuar Chacabamba. On that last village was installed a water pump system and improved the catchment in the fountain area.	200 families	14 312
Toropamba (Cantón Colta) – Building of 12 families 'restrooms. Works were executed with the help of the local workforce to give jobs to area's inhabitants.	12 families	14 263
<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>The delivery of restrooms in San José de Cagrin</p> </div> <div style="text-align: center;">  <p>Restroom for O. Guayasamin 'school in Secao</p> </div> </div>		
Community tourism La Esperanza: In 2014 was officially launched the Community tourism project managed by the community La Esperanza. To have more information please go to www.turismoesperanza.com . Costs are referring to materials and workforce to build and fix the interior of the choza, buying furniture, beds, mattresses, pillows, sheets, towels, etc.	100 people	12 218
Cheese factory of La Esperanza: We've lent some money without interest to start the company with the hope that management and turnover gets stable.	60 families	9 771
Cheese factory of La Esperanza: Costs of finishes, materials, equipment of stainless steel.	60 families	8 919
Internet in Esperanza: We've installed antennas and back up servers for mobile network internet connection and installed Wi-Fi in most of Esperanza territory. This allowed the opening of an internet centre in which are working part time two girls of the community. At night, the centre is attended by students needed to do their homework and by teenagers for social networking. On December the 31 st of 2014, income of the centre was of \$ 1 919. Unfortunately, due to the monthly cost of internet service charged by local operators, the project cannot be, for the moment, self-sufficient.	200 people	6 367



In Cantón Colta of Chimborazo's area, Ayuda Directa has built **199 restrooms until today**, contributing efficiently to enhance hygiene and health of the local population.



Chacabamba Quishuar's inhabitants inaugurating the new water pump system for drinkable water.



Internet Centre in Esperanza opened its doors in February 2014

<p>Esperanza Laundry service: as a necessity with the new community tourism service and as a request of the community, we are building a small communal laundry with washing and drying machines that will be working at the beginning of 2015.</p>	<p>350 people</p>	<p>5 289</p>
<p>Secao (Cantón Colta), Educationnal Unit Oswaldo Guayasamin – Building of bathrooms for the school (5 toilets, 3 urinals, 1 sink).</p>	<p>400 students</p>	<p>5 210</p>
<p>Savings and Loans Ñukanchik Kawsay – Work on the small rural bank of the community is going on. They give mico-credits to the population of La Esperanza. During 2014 exercise, in order to create more liquidity, we have made a deposit in our savings account of 3 558 dollars.</p>	<p>500 people</p>	<p>3 558</p>

We are maintaining the picking up of wool in our small gathering centre, the same that allowed country people of the area to sell the wool that they produce at a fair price and exact weight. The stock is picked up by the gathering centre of **Salinas de Bolivar**.

During the whole year our volunteers have collaborated in our local schools offering support during class hours.



From December 2014 we can see in real time Esperanza's community thanks to two web cameras installed on the roof of the cheese factory. Images are updated every half hour. www.ayudadirecta.org/es/webcam/



A picture of the "choza", structure that hosts tourists. It was built with traditional system of dust and straw.



Inside with furniture from Mato Grosso

Chone Project

From the end of 2014 are being built restrooms in the school for disabled kids "Juntos Venceremos" "Together we'll get over it" of Chone, Manabi's area. Also during the year were fixed equipment for physiotherapy room. Total cost for this project was of \$ 3 617.



Guagua Program - Support for improvement in education

At the end of December **Guagua Program** is active in 9 schools, in which mainly were executed infrastructure works.

Amounts invested in Guagua schools (in USD)

Chone ed Esmeraldas scholarship payment	26 256
Columbe Grande Lot 1 and 2 (Chimborazo) Buying of a reservoir tank of 2 500 litres, delivery of didactic materials, buying in advance of materials for the construction of a courtyard (work in progress on December 31 st of 2014).	2 401
Esperanza (Chimborazo) We are still employing someone for fixing things in the campus, and also a computing teacher for 3 months. We've installed new wooden floor in the classroom, acquired didactic material, cleaning and school equipment.	7 306
Chacabamba Chico Cagrín (Chimborazo) Fixing of the school bathrooms, hiring of a computing teacher for 3 months, end of the year walk, painting the classrooms, acquired didactic material, cleaning and school equipment.	2 233
San Carlos de Tipín (Chimborazo) Installation of a wooden floor in the classroom.	400
Ambrosio Lasso (Chimborazo) Installation of ceilings in 3 classrooms, we've helped with food for school breakfast, we've build a cement laundry for the school and acquired a laser printer.	3 891
Chisaló (Cotopaxi) End of the school year walk, we've helped with breakfast	999
Pinipala (Chimborazo) Acquisition of a computer and a laser printer. End of the school year walk, we've helped with breakfast	1 999
Tepeyac Bajo (Chimborazo) End of the school year walk, we've helped with breakfast	1 161
Varaspamba (Chimborazo) Various fixes works	884
Costs split on the 9 schools	2 700

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. As you can see above in some schools there are few interventions. It has to be mentioned that in Ecuador a reform of the schools and some Educational units is in progress. In the next few years, they will probably be incorporated to bigger structures more specialized. As a consequence, because of this possibility we've preferred, in accordance with directors of the school, to execute only strictly needed projects. We also inform you that in some schools we've already executed important investments in last few years, using in advance this year's budget.

The Guagua project was closed for logistics reasons but goes on in Chone's city, were at the moment 100 kids are being supported by godparents with scholarships.

At the end of 2014, there are 305 kids that benefits, 296 godparents actives, of whom 158 (53%) are using online mail system renouncing to written letters. With this system costs are reduced and also the time spent, helping a lot our work. We invite every person not having passwords yet, to please send an email to info@ayudadirecta.org saying if they want to stop sending letters.

Fund Raising Activities

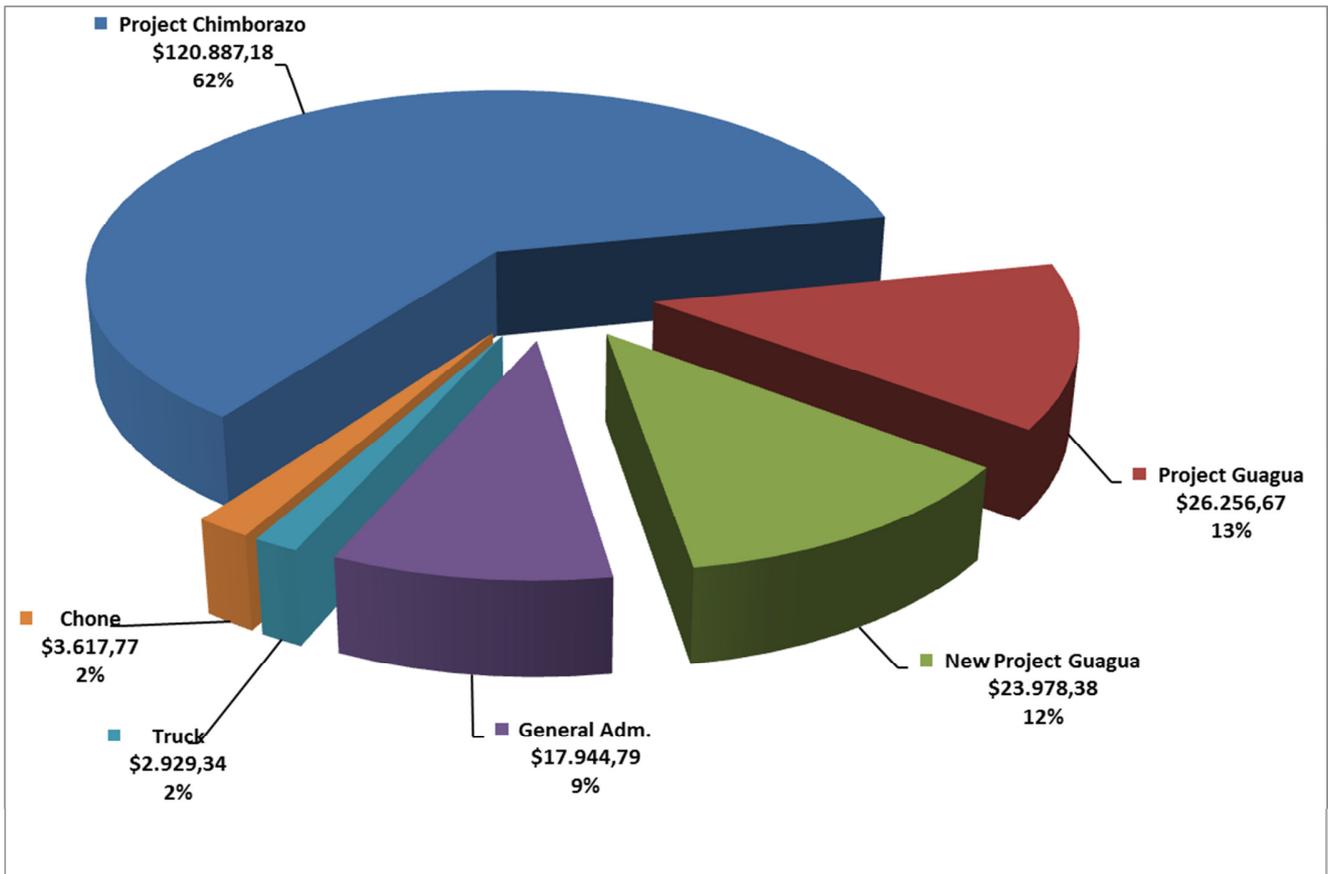
The following table shows that year after year, most of our income is derived from the activities of friends and supporters, whose tireless work and generosity makes everything we do possible :

	DESCRIPTION	MONTO
14/03/2014	Istituto Istruzione Superiore G. Romani di Cremona – Fundraising in the memory of De Lorenzi Franco	€150.00
20/05/2014	Volunteers of the NGO “Pour une histoire” BELGIUM	€825.00
19/06/2014	“Coscritti 1966”. Friends of the same age that get together every year.	€500.00
08/07/2014	Reed College, Portland, Oregon USA	€352.58
11/07/2014	Santa Lucia’s church (Valdisotto, Sondrio, Italia)	€1.000.00
21/07/2014	Fleas and crafts markets in Bormio (Sondrio, Italy) 20/07/2014	€1 253.91
11/08/2014	Fleas and crafts markets in Bormio (Sondrio, Italy) 10/08/2014	€2 041.34
15/10/2014	Pirovano Stelvio - Loterry Snow Festival	€1 200.00
28/10/2014	“Cinque per Mille”. In Italy, the tax code allows people to designate 5 of each thousand Euro in tax to a nonprofit organization. In 2014, we received the refunds from the 2012 tax year. 675 people chose to support Ayuda Directa.	€19 199.67
15/12/2014	Contribution from NGO Surgentes di Cagliari (Italy)	€2 705.01
17/12/2014	Sales of cakes on Saint Lucy’s Day, Valdisotto (Sondrio,Italy)	€550.00
23/12/2014	“Coscritti 1966”. Friends of the same age that get together every year.	€450.00
Anno 2014	CD Amando de Sergio Lavia and Dilene Ferraz	€575.00
Anno 2014	Donations received from Ayuda Directa Germany: Erlebe Fernreisen € 3 184.00 + e-Domizil € 1 700.00	€4 884.00

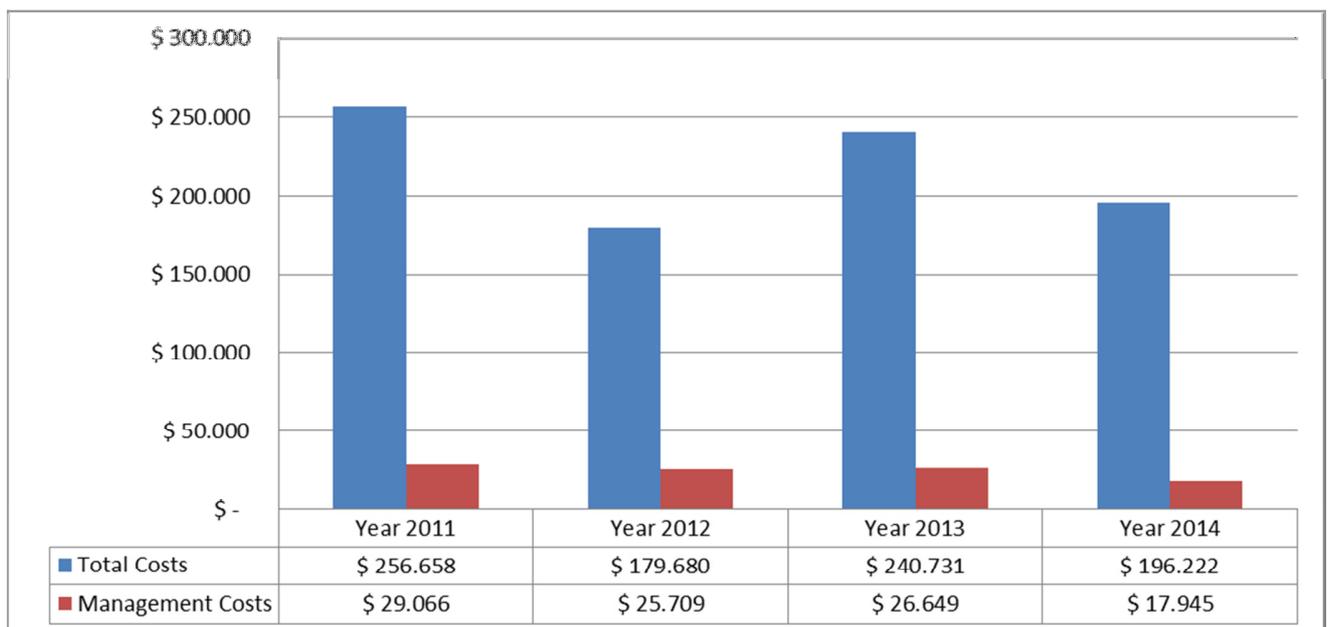
Note: For privacy reasons we did not include the donations made in a personal capacity.

General Administration

In 2014 we've invested in Ecuador USD \$ **196 222.13** , distributed in the various projects as indicated in the following graph:



Below is a table comparing the years 2011, 2012, 2013 y 2014:



We remind our readers that it is a central priority for us to keep administrative costs extremely low. In 2014, such costs were of to \$ 17 945 which represents 9,15 % of total expenditures.

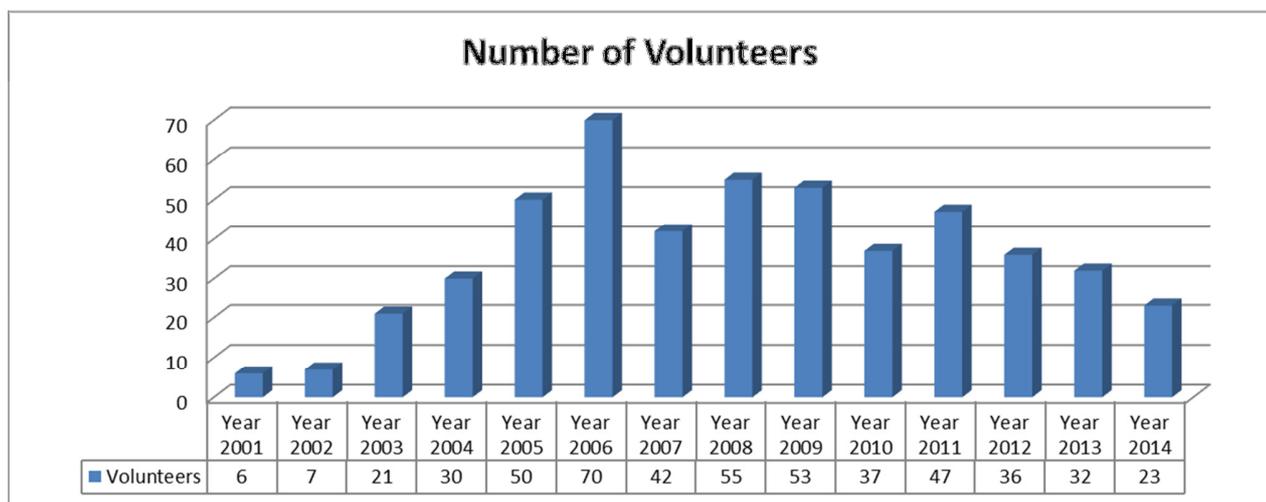
Here is a breakdown of our administrative spending:

- ◇ \$ 10 900 part-time salaries to various collaborators (\$ 6 200 Michele Urbani, \$ 4 700 Raúl Román)
- ◇ \$ 1 050 office rent in Quito
- ◇ \$ 3 052 taxes
- ◇ \$ 1 600 accounting services
- ◇ \$ 786 various bills : electricity, phone, and Internet
- ◇ \$ 244 Computer was bought for the office
- ◇ \$ 220 paper and printing costs

Staff and Volunteers

Primary collaborators and technical consulting:

Nome e cognome	Periodo	Incarico
Raúl Román	All year (part time)	Agricultural expert, Esperanza Project, Guagua Project
Michele Urbani	All year	General administration



AYUDA DIRECTA'S 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.

<p>For more information, visit our website www.ayudadirecta.org or contact us at our address info@ayudadirecta.org</p>	 <p>AYUDA DIRECTA ONLUS Apartado Postal 17-07-9188 Quito, Ecuador R.U.C.1792176239001</p>	<p>If you are interested, you may request our detailed income statement for 2014 by writing to us.</p>
---	--	--

☑ 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.