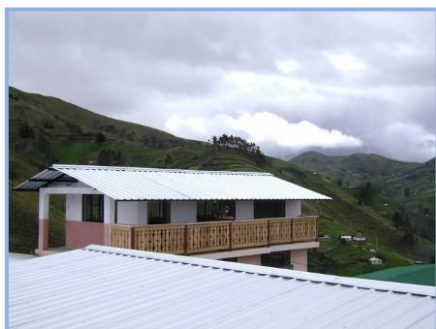


This year we begin our report with pictures of some of the activities done during the year. In the next pages we will describe our work.



The community space of Esperanza inaugurated in April 2011, built thanks to the contribution of Bagni di Bormio (Sondrio - Italy) and the support of volunteers workforce.



During 2011, in all the territories where we are working, campaigns for animals' health went on.



The wool gathering centre of Cochaloma is still working for countryside people of the area.



Thanks to Doctors volunteering in some occasions, visits were made to the old ones of the community for a medical check-up and giving basic needed food.



50 new bathrooms were built adding up to the 72 delivered in the previous years.



Thanks to the contribution of the Association Luce de Tivoli (Roma, Italy) a classroom and a covered area were built for the Columbe Grande School (see picture above).



In September, was finalized the building of 45 laundries in La Esperanza's community. Every one of them has a filtration system for wastewater.



As part of the environmental project coordinated by our German civil volunteers, 4 000 trees were planted and 100 bins were installed in public areas. The project was also supported by the German Embassy of Quito.



Educational activities were made all through the year, with as its best period, theatre play in La Esperanza's community (Chimborazo's area).

Project Esperanza - Sustainable development in the Province of Chimborazo

DESCRIPTION OF MAIN ACTIVITIES REALIZED	NUMBER OF BENEFICIARIES	AMOUNT IN USD
Building of 50 family restrooms in the communities of Chacabamba Quishuar, Quishuar Alto and Cochaloma. Our project of enhancement of sanitary conditions in the area where we are working is going on. We are financing and coordinating the building of 50 bathrooms for families, made with local workforce and our volunteers collaboration. Families beneficiaries will contribute to the project with 10% of the value of every bathroom whose cost is approximately of 950 USD.	50 families	46 821
Building of 45 laundries in La Esperanza's community. They were built in concrete, they measure 2x1 metres, with a filtration system for wastewater.	45 families	11 603
Building of a community space in La Esperanza. The works were done thanks to the funds of de Bagni di Bormio Spa (Sondrio, Italy) of 3 500 euros and with the support of volunteers workforce. Is it a 50 square metres room where people get together for meetings organized by the community. We are also installing an audio-visual system to do multimedia presentations.	350 people	6 139
Environmental project in Esperanza. Thanks to the coordination and initiative of our German civil volunteers was executed a project to improve the concerns about taking care of nature and managing waste. 100 public bins were implemented, 4 000 trees were planted, debates and activities were organized to suggests the correct way of managing waste and recycling. This project had the contribution of 4 500 dollars from the German embassy of Quito.	350 people	5 776
After 3 years, on the previous month of June, was concluded the Chakra project (school orchards) in the schools of Colta's Area . It had the objective of working with younger ones and teachers on the creation of biologicals orchards , using native seeds and organic agriculture system to obtain a diversity of products (vegetables, cereals, tubers) and enhance families nutrition. In parallel the project had an agreement with Cemoplaf of Cajabamba (Medical Centre of Orientation and Family planning) through which they offered facilities in health area, training in agriculture. We thank Cemoplaf for its important and valuable collaboration.	About 1 000 students	4 669

Realization of the documentary “ Changing the change ” directed by Robert Dommel that reflects the situation of a small community in the Chimborazo area, in Ecuador. An indigene community that meets with present and past, with kichwa and Spanish language, with urban and rural life. A project that analyses the causal-effect relation of education, traditions and values, the disrepair of the environment whose sustainability depends on those who ask themselves : Of what am I going to live? The amount on the right refers to the acquisition cost of a video camera assembly, sub-titling and production of the DVDs. This activity was financed partially from the Quito’s German Embassy for 2 400 dollars.		4 457
We bought land. Ayuda Directa acquired approximately 3 500 square metres in Esperanza where will be built our small operational headquarter and ecological accommodation in traditional style for the volunteers and futures visitors. At the same time, the land will be used as a practical area to do demonstrations about agriculture techniques.		3 761
Savings and Loans Ñukanchik Kawsay. The first year of our small rural bank was positive experience. Created in August 2010 with the objective to manage the population’s money, it gave until now up to 15 000 dollars of micro-loans and obtained a benefit of 1 000 dollars. We were guiding the increasing process of the small bank during 2011, in order to generate more liquidity we’ve deposited in our savings account 3 800 dollars.	500 people	4 371
Building of a classroom for Columbe Grande’s school (Chimborazo). The educational centre of Columbe Grande has around 150 students including kids from kinder garden. In 2008, we’ve built restrooms. This year, thanks to the funds of Associazione Luce de Tivoli (Roma, Italy), it was possible to build a classroom on the second level of an existing building. This way students and teachers have now an additional space to be used for education.	150 students	5 432
Building of a pedestrian bridge in Llin Llin (Chimborazo). The agricultural institute of Llin Llin has an available land where they realize practical activities on the other side of the river. After an avoided tragedy (a kid crossing the river fall over and was trailed by water but luckily saved), we’ve built a pedestrian bridge made of metal fastened with solids cement bases.	300 students & teachers	2 000
Gathering Centre of Cochaloma. We are still going on with our small wool gathering centre with optimism and satisfaction. Inaugurated in August 2010, it allows countryside people from the area to sell their wool at fair and exact price , avoiding this way to go to the city markets around, where usually intermediaries do not pay fair price and cheat on weight. The wool is delivered directly to the spinning centre of Salinas de Bolívar .		
Christmas party in Esperanza with the participation of 5 primary schools of the area and also in Chisaló, Pinipala y Varaspamba, communities on the 21 st of December we’ve coordinated activities to spend Christmas together with kids and their families. We’ve organized competitions of Christmas Choirs, dances and a raffle with 350 prizes.		
Thanks to our volunteers was organized educational activities in primary schools until July 2011. During the year, thanks also to their initiative was organized a theatre play with the kids.		

Chone Project – School for disabled kids “Juntos Venceremos”

After the building of a classroom for physiotherapy delivered in 2009 we could follow the project to help the Chone school “Juntos Venceremos”. Thanks to the contribution of Associazione Luce de Tivoli (Roma, Italy) it was possible to acquire the equipment for ultrasounds, electro stimulation and compresses.

Furthermore, in order to allow students, teachers and parents to meet in appropriated space, was built a covered area made of metal protecting from rain of hot sun of the coast.



New equipment were delivered in Chone (on that picture equipment for ultrasounds).

San Vicente de Paul Quito and Manuela Pérez de Ibarra Projects

We are still supporting the orphans of Quito and Ibarra, thanks to the constant and continuous preoccupation and collaboration of Susanna Napolitano from Boloña (Italy) whom with her friends and familiars permitted following some cases of children non adoptable. Football classes are still going on, as music and dance and the financing of a psychologist that helps kids in need.

Furthermore, various activities were organized outside the orphanage, like the 19th of March event “Play together” (picture on the right) or the picnic in the metropolitan city park of Quito a bit before Christmas.



Baca Ortiz Project – Quito’s Pediatric Hospital

On June the 30th of 2011 we’ve **closed the project** at the Hospital Baca Ortiz. It offered the kids from families with few economic resources an economic help to entirely or partially covers costs for needed treatment. In 2011 **158 kids** have beneficiated of our help. Put in numbers it represent an investment of 8 270.11 dollars. Part of this project was financed by **Bormiadi (Unione Sportiva Bormiese, Bormio, Italy)**

At the moment the medical attention and equipment in Ecuadorian’s public hospitals, especially in urban area, have improved considerably, reason for what the support we’ve brought for many years is not needed anymore. Furthermore, this hospital is located in capital of the country, in addition to being well attended by the State, it is also supported by various NGOs.

As a reminder we’ve started to work in the hospital in 2003 and since then we’ve helped **2 300 kids** for a total of **115 000 dollars invested in medicines and examinations** that improved the quality of life of the patients.

Guagua Program - Support for improvement in education

Also in this case we are starting with some photos to synthesize, through pictures, the main activities realized.



In Chisaló (Cotopaxi's area) was built a classroom for the school.



The new kitchen area delivered to Pinipala's school (Chimborazo'area).



In Pinipala were renovated the restrooms of the school.



During the year, activities of education and entertainment were directed to the kids of the Guagua Program.



In Chone (Manabí's area) a large public attended the clowns 'show for the kids and their parents.



We went to far away communities to give a smile to the kids, trying to educate through art.

The new communication system with our website between Guagua godparents and the kids is well appreciated by the users. From 2011, there is the possibility to keep in touch with godchildren using a personal and dedicated page, accessible with a password.

At the end of 2011, around 20% of the godparents have decided to leave the traditional letter system preferring to consult online mails of their godchildren's.

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.

Ayuda Directa thanks a lot Daniele Genetti who has done the programming part and made possible this new system, dedicating a lot of his time to this project..

The new Guagua Program goes on quite well, at the end of the year it includes 5 schools. Investments can be seen on the right table. We've made infrastructure works our priority. From 2012 we will pursue our project focusing our attention on training aspects, health and education.

In parallel the Guagua Program is still working in the previous cities where implemented in Chone, Esmeraldas, Sigchos and Pichincha.

We invite the godparents who'd wish to send some gifts to contact our headquarters in Quito. It is handier and cheaper to buy the gifts directly in Ecuador and deliver them directly to the kids. This way you avoid transport costs and customs issues. Please contact us in Quito: info@ayudadirecta.org

We remind you that in order to facilitate the payment of the yearly share it is possible to sign an automatic authorization (R.I.D.). It is a free system available for godparents leaving in Italy that can ask us writing at: info@ayudadirecta.org



In the Varspamba community - Chimborazo (left picture) you can see that we've rehabilitated restrooms. Furthermore were gathered raining water from the roof into a septic tank, a kitchen and dining area were fixed and securities were added on the windows.



In Guagua Program's schools we are doing medical campaigns directed to all the residents of the communities.

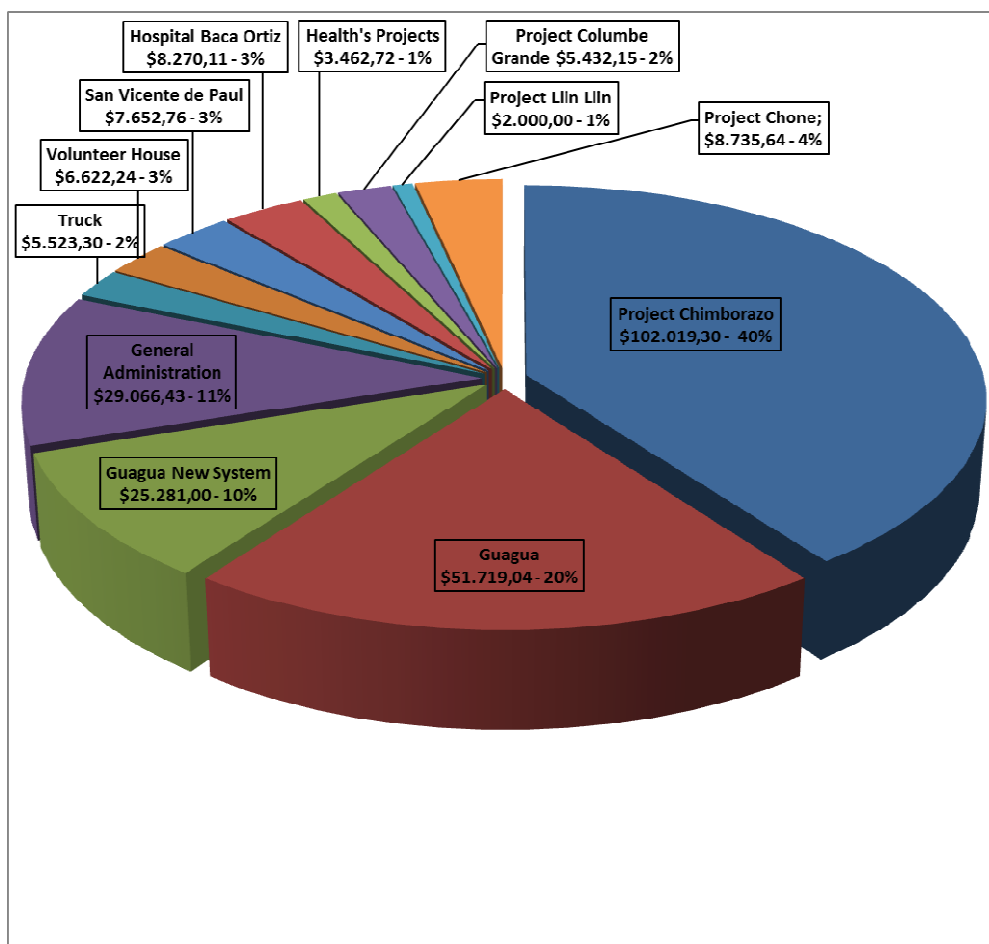
Amounts invested in schools of the new Guagua Program:

CHISALÓ (Cotopaxi)	8 632
PINIPALA (Chimborazo)	7 225
VARASPAMBA (Chimborazo)	4 093
ESPERANZA (Chimborazo)	2 837
S.CARLOS TIPÍN (Chimborazo)	791



General Administration

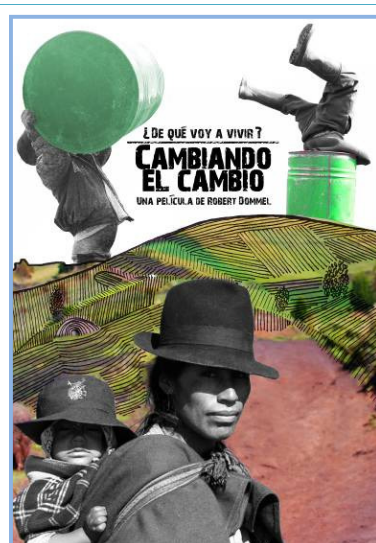
2011 Investments



In 2011 we've invested in Ecuador 256 658 dollars distributed in the different projects as in the previous graph. We are considering here that the administrative costs, which since the beginning of Ayuda Directa, have been kept as a minimum to ensure that all the resources are directly going to our projects. In 2011 **11,32% are referring to administrative costs** of which are as follow:

- ♦ 18 839 USD temporary employee's wage (3 550 USD Nicole Testini – 7 582 USD Raúl Román – 5 500 USD Michele Urbani – 2 207 USD Carla Moreno)
- ♦ 3 515.29 USD office' rent
- ♦ 981.07 USD various bills : electricity, phone, and Internet
- ♦ 627.88 USD accounting services
- ♦ 3 669.49 USD taxes

Outside of the salaries of people working with us, only bills and taxes are to be added. We inform you that in November **we've closed the volunteers house in Quito** and transferred the office to a smallest place. As a precision in the renting fees above are included 3 months of guarantee for the office. Next year costs will drop down considerably but we can't avoid taxes payment.



The front page of the video document filmed in La Esperanza's community.

Fundraising Activities

Looking at the following table, we can see that the major part of the funds are coming from activities organized by friends and volunteers and a lot of other people who year after year are still supporting us , dedicating their time and generosity:

DATE	DESCRIPTION	AMOUNT	
15/03/2011	QC Terme e Benessere - Bagni di Bormio (Italy) Donation to contribute to the building of the meeting room of Esperanza	3 500 Euros	
19/03/2011	In San José day, father day in Italy, a group of friends of Ayuda Directa organized in San Vitale's park (Bormio - Italia) a selling of cakes and desserts.	1 500 Euros	
30/03/2011	Alpinism group of Valdisotto (Sondrio, Italia)	1 000 Euros	
06/07/2011	Associazione Luce Tivoli (Rome, Italy) – Donation to contribute to the Chone projectfor the construction of the classroom in Columbe Grande	9 000 Euros	 <p>On the first picture, fleas and crafts market of Bormio (Sondrio, Italy).</p> <p>The second one is the stand in Roma during the solidarity night of the 11th of December.</p>
24/07/2011	Fleas and crafts market of Bormio (Sondrio, Italy).	2 278.77 Euros	
14/08/2011	Fleas and crafts market of Bormio (Sondrio, Italy).	3 763.01 Euros	
27/09/2011	“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 2011, we received the refunds from the 2009 tax year. More than 770 people chose to support Ayuda Directa.	23 789.88 Euros	
OTT. 2011	Bormiadi - Mini Olimpiadas of Bormio (Italy)	2 500.00 Euros	
04/12/2011	Christmas Market in San Nicoló Valfruva (Sondrio, Italy)	69.50 Euros	
11/12/2011	Solidarity night in Rome, Italy	1 425 Euros	
27/12/2011	“Coscritti 1966”. Friends of the same age that get together every year.	450 Euros	
During 2011 our German headquarters obtained donation from the below mentioned institutions:			
	Adunique Communication GmbH	200 Euros	 <p>Music and solidarity.</p>
	The Doughty Hanson & Co Charitable Foundation - United Kingdom	3 500 Euros	
	Erlebe Fernreisen GmbH	4 100 Euros	
	E-domizil Verwaltungsgesellschaft mbH	4 000 Euros	

Donations received in our Quito headquarters (Ecuador)			
	Ayuda Directa EE.UU.	5 239.44 USD	
	Quito's German Embassy for the environmental project	4 509.20 USD	
	Quito's German Embassy for the video document "Cambiando el Cambio"	2 400 USD	
	Reed College, Portland Oregon USA.	1 000 USD	

Staff and Volunteers

In 2011 **47 volunteers came**. Until August we had with us 3 volunteers from German Civil Service. In summer we also had 9 students from the Reed College of Portland, Oregon USA who have participated actively to our projects for 3 weeks.

Since the beginning of our activities in 2001, we had a total of **300 volunteers**.

Thanks to the heart of all the volunteers, whom for a space issue we cannot mention, but with who we've shared ideals and beautiful life moments.

Below, a table of the staff that helps in technical matters our projects:

Name	Period	Activities
Carla Moreno	Until March 2011	Agronomy, Administration and Esperanza Project
Raúl Román	All the year	Agricultural expert, Esperanza Project, Guagua Project
Nicole Testini	All the year	San Vicente de Paul Project in Quito, Project Guagua, Office work
Michele Urbani	All the year	General Administration

Please visit our website www.ayudadirecta.org

or contact us at info@ayudadirecta.org

2011 economic report is available, please ask us if you are interested.

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.



The Cotopaxi's vulcano, whose name means Moon's neck (in this picture you can see why) is one of the highest active volcano in the world.(5 897 metres)



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A typical view of the Andes (Esperanza 2011)

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