

## Annual activity update of Ayuda Directa al 31-12-2010



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

DESCRIPTION OF THE MAIN ACTIVITIES CARRIED OUT	NUMBER OF BENEFICIARIES	AMOUNT IN \$
<b>Micro Credit.</b> The micro-credit system - key to economic development of disadvantaged people – which has been used by us since 2003, has become of incredible importance in 2010 thanks to the creation of the “Caja de Ahorro y Crédito Ñukanchik Kawsay”. This is an association formed by the people of Esperanza which has the aim of managing <b>the popular finance</b> . Everyone’s dream is to have a locally managed institution which encourages money saving in order to redistribute it as micro-credit and thus promote the development of the local economy.	140 families	<b>4.200</b>
<b>Construction of 27 family bathrooms in the village of Cochaloma.</b> In order to continue our work for <b>the improvement of health and sanitary conditions</b> in the area where we operate we have financed and coordinated the construction of 27 bathrooms carried out with local labor and the cooperation of our volunteers. The beneficiary families have contributed to the project with an amount equal to 10% of the value of each bathroom, which has a cost of about 930 USD.	27 families	<b>24.921</b>
<b>Construction of two buildings for breeding of guinea pigs in the high schools of Lirio and of Tepeyac Gatazo.</b> The cuy (guinea pig) is an animal that is used for food consumption, on special occasions, and also as a source of income. For this reason we have provided two agricultural schools with a suitable space where students can learn the proper farming techniques of the guinea pig.	150 students	<b>4.972</b>
<b>Construction of a classroom for the high school of Gahuijón.</b> In this school there was no adequate space to carry out educational activities. The construction of the new classroom, used as a staff room, has allowed to free up an extra room that now serves as a computer and audio-visual room. The work was also realized thanks to the contribution of 2,500 euros donated by the Bagni di Bormio (Sondrio).	90 students	<b>11.260</b>
<b>Chakra Project (school gardens) in the high schools of Cantón Colta.</b> This project, as of now at its third year of life, aims to work with the children and teachers for the creation of organic gardens using native seeds and organic systems. The ultimate goal is to obtain the highest variety of products (vegetables, grains, tubers) and improve the nutrition of families. A fundamental part of this project is the theoretical and practical training - excellently coordinated by our Ing Carla Moreno - on environmental issues such as waste treatment, recycling, organic fertilizer production and biodiversity. Worth mentioning are also all the wonderful activities carried out by our veterinary Dr. Raul Román in the field of animal health and improving farming techniques.	About 1000 high school students	<b>5.670</b>
<b>Access to the school of Esperanza.</b> In the last quarter of the year we made more accessible the entrance to the classrooms of the school with the laying of paving.	60 students and 70 families	<b>1.742</b>
<b>School trip in the Amazon area with primary school children of Esperanza and trip to Baños with kinder garden children.</b>	60 children	<b>1.893</b>
<b>Christmas Party</b> at Esperanza with the participation of 5 local primary schools and also in the villages of Pinipala and Varaspamba. As usual we have coordinated activities to share Christmas with the children and their families. We have organized contests for a Christmas choir, dance and a lottery.	400 people	<b>395</b>

<p><b>Construction of multi-purpose classroom for the Bilingual Education Center located in the village of La Nueva Unión, Cantón Cumanda, Chimborazo Province.</b> In 2010 it was inaugurated the new classroom of Nueva Unión, built thanks to the contributions of 5,559 euros donated by the Province of Bolzano. This project, started in 2008, in addition to the building the structure and the renovation of bathrooms, consisted also in the organization of updating courses for teachers, tailoring course for local women, funding for an additional professor and the improvement of the teaching material.</p>	<p>60 students and 50 families</p>	<p><b>9.560</b></p>
<p><b>Collection center of the wool in Cochaloma.</b> During August 2010 we opened the wool collection center in Cochaloma. Once a week the farmers of the area can bring their wool which is bought by us at <b>a fair price</b>, thus avoiding going to town where usually the wool purchasers buy the wool for very low prices. The raw wool that we collect is then delivered to the spinning of <b>Salinas de Bolivar</b> where for decades there has been a thriving project lovingly organized by our friend <b>Father Antonio Polo</b>.</p>		
<p>Thanks to the presence of our volunteers different <b>educational activities</b> have been organized in the primary schools; these mainly focused on the following subjects: English, computer science, mathematics and woodworking. Throughout the year, thanks to the initiative of our volunteers, there has also been an extensive work in the field of art with the organization of <b>the play</b> "Por el camino de una estrella," presented at the House of Culture of Riobamba in the month of May 2010.</p>		
<p>It is also worth mentioning the various activities carried out by our volunteers such as the design and creation of small crafts.</p>		



The elders of Esperanza and Cochaloma were visited by our volunteers



Craft classes in schools



The elderly were visited by the doctor directly in their huts



The classroom of Gahujón completed in May 2010. Inside, the staff room and the secretary room



A view of the interior of the new hall built in the village of Nueva Union



One of the 27 family bathrooms built in the village of Cochaloma, Canton Colta



The course "Yo quiero a mi Pacha Mama" (I love to mother earth) held by our Ing Carla Moreno



Nearing completion, this photo shows the exterior of the "cuyera", the building used for the breeding of cuy (guinea pigs)



A pump to provide water to the school of Pulucate, delivered in May 2010



Medical and prevention activities continued in 2010 in several indigenous villages in the Canton Colta, Chimborazo



The presence of volunteer doctors and medical students is always appreciated by the local population



Our veterinarian, Dr. Raul Roman, prepares anti-parasitic and vitamins to be injected to the cattle of Esperanza

### Baca Ortiz Project - Pediatric Hospital of Quito

Continues the project Baca Ortiz, which takes its name from the hospital pediatric of Quito, which gives to the children from poor families the financial assistance to cover all or part of the costs of the healthcare that they need. In the course of 2010 **370 children** have benefited from our help; this has represented an outflow of \$ 12,728.

We'd like to remind that the system that we use to provide our assistance doesn't require the use of cash, however the payments are performed through deals that were made with a series of private clinics and laboratories to which the patients go when they need medical assistance.

During 2010 it is of particular important to mention the case of **Anthony Isaias**, a child of Chone who suffers from hydrocephalus and had to undertake urgent surgery. We launched an appeal that had been received fantastically by our friends and supporters: in a few days there have been 115 people who have joined our invitation and that donated a total of 17,686 Euros to our account. The surgery of Anthony costed \$ 3,653. The difference was given to the project Baca Ortiz in order to help other cases of children in need. Thanks again to everyone.



Anthony Isaias, before the surgery



## Project “Hogar San Vicente de Paul” (Quito) and “Hogar Manuela Perez” (Ibarra)

The help to the orphanage of Quito and Ibarra continues thanks to the constant collaboration of Susanna Napolitano (from Bologna) whom, together with some friends and acquaintances, is taking care of some non-adoptable children. Professional courses of football, music and dancing have also continued, together with the financing of a psychologist that helps the children with difficulties.

In addition, thanks to the commitment and dedication of the local coordinator of the project Nicole Testini, many leisure activities that took place outside the orphanage were organized.



On the 10<sup>th</sup> of December 2010 a sexual education workshop was held with the young people from the orphanage

## Guagua Program

### The new Guagua Program

We've made some changes to the Guagua program which aims to remotely support children education. In the last couple of years there have been many important changes in the Ecuadorian society: these have also affected the education sector.

Recently the tuition fees have been lifted and since the last few years both the textbooks and the school uniforms are provided free of charge. Since our aim has always been to help and support children in order to allow them to get a good education, we decided to use the funds raised to finance the costs and improvements of the school facilities. With the cooperation of local institutions we select some of the most disadvantaged schools and then plan the interventions and improvements that they need. We then select children between the youngest to be part of the Guagua program. After many years, the cost to join the program has been increased to € 200,00.

The funds will be used to make some important works to the schools (eg, bathrooms, arrangement of classrooms, teaching materials, etc.) of which both the supported child and the other children will benefit.

**As for the children that took part of the program with to the old system, there have been no changes of any kind. When the children are going to complete their studies we will notify their supporters to find out whether or not they wish to continue their support according to this new version of the Guagua Program.**

During 2010 we continued to manage our program Guagua by carrying out educational activities in the areas where the children live. Noteworthy was the summer camp, which lasted about two months, to which the fifty children of Sigchos participated; there they learned dance, music and how to make crafts.

In the first months of 2011 it will be possible to receive correspondence via Internet: on our website an area reserved to the supporters will be soon activated in which they will be able to see all the information about the child. The godfathers that will choose to benefit from this new method will also relief us from some office work as well as allowing for a reduction in costs.



One of leisure activities to entertain the kids in our Guagua program, May 2010

Geographical distribution of the Guagua Program at the end of December 2010:

MANABI 97 STUDENTS	ESMERALDAS 71 STUDENTS	CHIMBORAZO 96 STUDENTS
PICHINCHA 40 STUDENTS	COTOPAXI 45 STUDENTS	TOTAL 349 STUDENTS

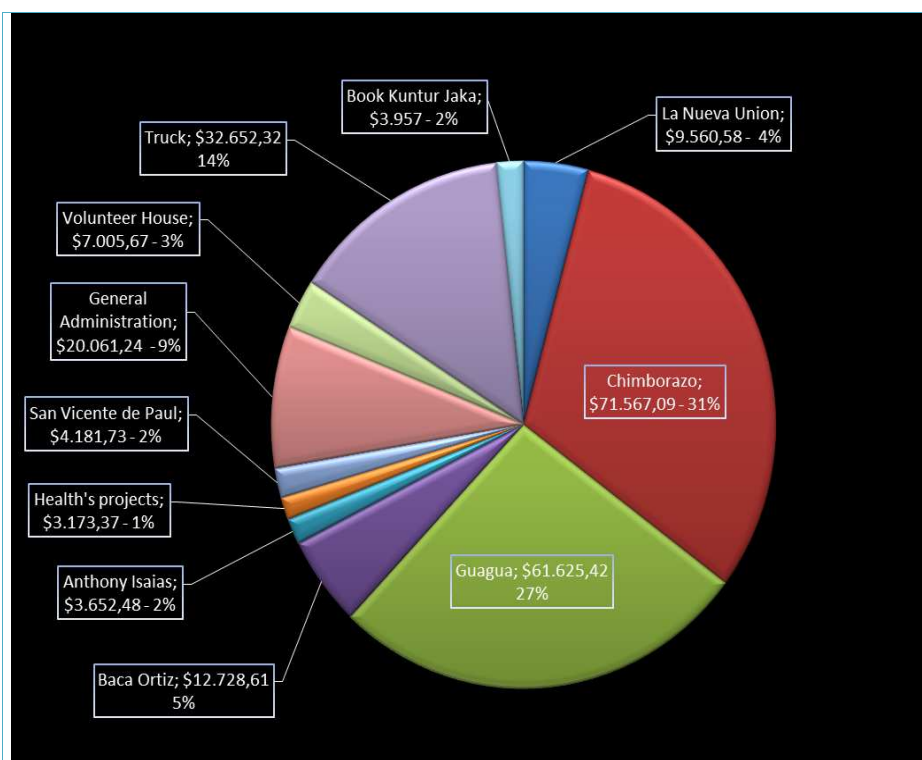
Origin of our supporters:

ITALY	304
GERMANY	34
ENGLAND	5
U.S.A.	2
HOLLAND, IRELAND, AUSTRIA	4

Updated on 31-12-2010

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

## General Administration



During 2010 Ayuda Directa has invested in Ecuador approximately \$ 230,000, which at current exchange rates corresponds to about 177,000 Euros, which were distributed into various projects, as indicated on the graph shown above. Of this amount approximately **9% refer to administrative costs**, of which we point out the major expenses:

♦ \$ 11,724.00 wages to our employees (\$ 7,479.00 Ing Carla Moreno, \$ 3,750.00 to Dr. Raul Roman, \$ 495.00 to Andrea Minda)

♦ \$ 2,200.00 office rent

♦ \$ 816.00 purchase of computer + laser printer

♦ \$ 1,170.47 cost of electricity, telephone and internet

Please note that after our legalization in Ecuadorian territory the following expenses, that have substantially increased the administrative costs, were added:

♦ \$ 661.00 accounting service

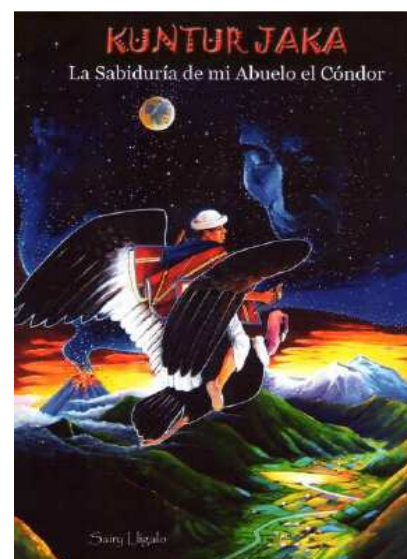
♦ \$ 1,981.35 taxes

In August 2010, after about one year and a half after the accident, we have purchased a new vehicle ( see photo in the upper right corner) at a cost of approximately \$ 31,000.

**Everything else has gone entirely to our projects, as indicated in this report.**



Our new vehicle purchased in the month of August 2010



On the 6<sup>th</sup> of October 2010 at 19.00 at the House of Culture of Ecuador in Quito the book "Kuntur Jaka - The Sabiduria de mi abuelo" (the wisdom of my grandfather) by writer Kichwa Sairy Lligalo was presented. Ayuda Directa has worked in favor of this cultural initiative by funding the printing of 2,000 copies of the book and has coordinated a project with the author aimed at sharing the content that describes some aspect of Andean philosophy also known as the worldview.

**CINQUE PER MILLE:** It was shown that the "Cinque per Mille" choices during the year 2008 were 846 for a total amount of 27.480 Euros which have been devolved to us during the month of November. **Our tax code to indicate the model declaration is: 00788130144**

**Become a MEMBER of Ayuda Directa**  
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The annual payment is only 15 Euro  
For more information contact:  
[mario.colata@ayudadirecta.org](mailto:mario.colata@ayudadirecta.org)

Ayuda Directa is part of the Onlus qualified to the **QUIDONAMAT** service which allows to the debit card Pago BANCOMAT cardholders to make donations using the ATM that are present on the whole Italian country.

## Fund Raising Activities

Whoever knows Ayuda Directa also knows that the large majority of the funds that we receive comes from activities organized by friends and volunteers and from lots of people that every year help us through their generosity. In this list we show some of the fundraising activities that happened in 2010:

<b>4<sup>th</sup> February 2010</b>	QC Terme e Benessere - Bagni di Bormio - Donation to help building a classroom for the school of Gahuijón	<b>2,500.00 Euros</b>
<b>23<sup>rd</sup> April 2010</b>	Presentation of Ayuda Directa at the Oratory of Premana (Lecco)	<b>210.00 Euros</b>
<b>6<sup>th</sup> May 2010</b>	Project Parish Childhood of Allai and of Fordongianus (Oristano)	<b>700.00 Euros</b>
<b>26<sup>th</sup> May 2010</b>	Beneficial Concert of the Choir LAREIT and Orchestra of the Secondary School to the Musical address "M. Anzi" of Bormio	<b>1,721.00 Euros</b>
<b>27<sup>th</sup> June 2010</b>	Market during the "Walk and Taste," in S. Caterina Valf.va (SO)	<b>54.00 Euros</b>
<b>1<sup>st</sup> July 2010</b>	The Doughy Hanson Charitable - London, England - Funds obtained thanks to the efforts of one of our former German volunteer	<b>2,978.88 Euros</b>
<b>25<sup>th</sup> July 2010</b>	Flea market - Bormio (SO)	<b>1,925.20 Euros</b>
<b>21<sup>st</sup> August 2010</b>	Third Annual Golf Tournament "Cup Ayuda Directa" - Bormio (SO)	<b>1,500.00 Euros</b>
<b>25<sup>th</sup> September 2010</b>	Participation in the event "Week of Development Cooperation - The richness of the Global South", Castel Mareccio (Bolzano)	<b>40.00 Euros</b>
<b>27<sup>th</sup> September 2010</b>	Project Arts, Music, Theater of the boys of the Parish of Fordongianus (OR)	<b>400.00 Euros</b>
<b>October 2010</b>	Bormiadi - Sporting event in teams - Bormio (SO)	<b>4,000.00 Euros</b>
<b>6<sup>th</sup> December 2010</b>	Christmas market in San Nicoló Valfruva (Sondrio)	<b>91.10 Euros</b>
<b>15<sup>th</sup> December 2010</b>	Stand of solidarity in Gorizia	<b>150.00 Euros</b>
<b>17<sup>th</sup> December 2010</b>	Draftee 1966	<b>1,432.00 Euros</b>

*Note: For privacy reasons we did not include individual donations.*



The choir Lareit conducted by Maestro Ruggeri



The orchestra "Martino Anzi" of Bormio with its 70 musicians from secondary school



Our volunteers Enzo, Evelyn and Rita in the stand set up in Bolzano

## Personnel and Volunteers

In 2010 we received 36 volunteers from different nationalities. The presence of the German civil service volunteers has continued, arrived in August 2010 and staying until August 2011. It continues also the presence of the trainees from Bocconi University of Milan, who generally stay for three months. A big thank you to all the volunteers, whom we cannot mention due to the lack of space, but with whom we shared ideals and beautiful moments of life.

Here is a table for our permanent staff in 2010:

Name and Surname	Period	Job
Carla Moreno	All year	Agronomist, Administration, Esperanza Project
Raúl Román	Since 01-04-2010	Veterinay, Esperanza Project, Guagua Project
Nicole Testini	Since 15-10-2010	Project Orphanage S. Vicente de Paul in Quito, Guagua Project, Office
Andrea Minda Vergara	All year	Part-time, Secretary

Visit our website [www.ayudadirecta.org](http://www.ayudadirecta.org)  
or contact us at our address [info@ayudadirecta.org](mailto:info@ayudadirecta.org)

The income statement of 2010 is available; if you are interested please request a copy.

## 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.*



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