

## Esperanza Project – Sustainable Development in the province of Chimborazo

DESCRIPTION OF MAIN ACTIVITIES		NUMBER OF BENEFICIARIES	AMOUNT USD
<p><b>Pilahuaico, Canton Colta – Building of 25 family restrooms and 10 laundries.</b> Funds have been partially collected through 5x1000. <b>The total amount in 2015 was 18.684 Euros</b> (corresponding to fiscal year 2013). These activities aims at improving hygiene and health conditions of local people.</p>	 <p>One of the restrooms built in Pilahuaico during 2015. Overall we built 224 restrooms in Canton Colta.</p>	35 families	<b>31.929</b>
<p><b>Cheese Factory in Esperanza:</b> purchase of materials, finishing works in the outside, stainless steel equipment for the production of cheese, building of a bio-filter to process waste waters, purchase of materials to install a solar panel. We lent money at zero interest rate for the operating activities (6.600 USD).</p>	 <p>Inner view of the cheese factory where aged cheese, mozzarella and cheese with chili and oregano are produced.</p>	60 families	<b>25.143</b>
<p><b>Secao, Cantón Colta - Unidad Educativa Oswaldo Guayasamin:</b> Building of a multi-use field (sport field, space for recreational and civic events) of 770 square meters.</p>	 <p>Construction was done by workers from Esperanza.</p>	400 students	<b>7.209</b>

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<p><b>Improvement of the water system:</b> Thanks to the collaboration with the non-profit <b>Surgentes</b> (Italy), with whom we have a strong relationship since many years, improvements to the water system were made in the communities of Esperanza and San Bernardo. A share of the cost, that does not show in our balance sheet, was covered directly by Surgentes.</p>		120 families	<b>2.967</b>
<p>Finishing works (doors, windows, electric system) of the <b>Communal Laundry</b> in the community of Esperanza, whose works were started in 2014. The service is used by the cheese factory, the community tourism business, by volunteers and local people.</p>		350 people	<b>2.641</b>
<p><b>The Communal Laundry in Esperanza.</b></p>			
<p><b>Community Tourism La Esperanza:</b> During 2015, some tourist have been hosted, although on irregular basis. The main revenues of this activity are deposited in a saving account in the name of Community Tourism, that by the end of 2015 exceeded 1.000 USD.</p> <p>The 2015 costs are due to the purchase of material and cost of labor to settle the external areas, the construction of 5 parking lots, the construction of stonewalls and cobblestone walkways.</p>	 <p>The "Choza". For more information <a href="http://www.turismoesperanza.com">www.turismoesperanza.com</a></p>	100 people	<b>2.520</b>
<p>With the aim of improving animals' health and therefore the milk production, some <b>veterinary activities</b>, such as deparasitation and vitaminization, were carried out in the communities where we operate. In the last months of 2015 an epidemic of mastitis threatened the activities of the cheese factory. We have collaborated with the farmers in the purchase of the medicines to treat the illness, which was cured by mid-December.</p>		200 families	<b>2.498</b>
<p><b>Internet in Esperanza:</b> The Internet point keeps operating. It is frequented by students that do their homework or access social networks. Nevertheless, the project is not financially self-sustainable, due to the high monthly costs of the Internet provider. Gloria Pilamuga is in charge with the Internet point. She works two hours per day with a monthly salary of 130 USD.</p>		150 people	<b>1.844</b>



DESCRIPTION OF MAIN ACTIVITIES		NUMBER OF BENEFICIARIES	AMOUNT USD
Installation of <b>34 electric showers</b> in family restrooms in Cochaloma and Cagrin Buena Fé		34 families	<b>1.958</b>
Collaboration to finish the construction of the cobblestone street that connects the center of Esperanza with the cheese factory and the Community Tourism Center. Ayuda Directa contributed with the concrete for the ditches and the cost of labor.		350 people	<b>1.625</b>
<b>Caja de Ahorro y Crédito Ñukanchik Kawsay.</b> During 2015, the cooperative of Esperanza kept issuing microloans to local people for a total amount of 33.000 USD. Thanks to the new and user-friendly IT system, the number of operations increased. Now, the saving accounts are used to pay each milk supplier of the cheese factory. The <b>wool collection center</b> , autonomously managed by some people from Esperanza, allows local producers to obtain a fair price for the exact weight and avoid them to sell their wool to intermediaries buyers that pay a very low price. The collected wool is delivered to the spinning mill in Salinas de Bolivar. Along the year, our volunteers worked in the school in Esperanza, providing help during lectures. At the beginning of December, one of the volunteers, Federico Virdia, realized a short video that can be watched on Youtube by searching “Ayuda Directa – La Esperanza Novembre 2015” or by clicking at the following link: <a href="https://youtu.be/K02vmy-Dg3I">https://youtu.be/K02vmy-Dg3I</a>			
			
The bio-filter operates in an area of 11x7 meters and deep 80 cm.	Construction phase of the stonewalls by the Choza.		
			
A meeting of the group collaborating at the Community Tourism project.	Francisco Chirau received the prize “Nonno Martino”, for his unselfish help to the Community (October 2015).		



## Chone Project

Our collaboration with the school for special needs children “Juntos Venceremos” in Chone (province of Manabí) continues. During the year we have donated new equipment for the physiotherapy room (a stationary bicycle and a treadmill), for an overall cost of 1.440 USD. In May we inaugurated a playground in the memory of our friend Stefano, who died prematurely due to an illness. The games are accessible to children on wheelchair, thanks to the collaboration with the factory Ecuiform in Quito. The total cost was 2.895 USD, including the costs of transportation from Quito and of the opening event.

With an investment of 300 USD, we allowed the Spanish volunteers from the Red Internacional de Educación (RIE) to realize a series of pictographs in the whole school, which is of great help to the 120 children that attend the educational center.

Overall, we invested in the Chone Project 5.095 USD.



Vincenzo from Ecuiform, the company that produced the games, helps Saúl, on the wheelchair, to use the swing.



Another shot of the play ground “Stefano”, inaugurated in May 2015.

## Project Hospital de Colta

During 2015 we worked together with the hospital in Cajabamba – Colta - in order to create a physiotherapy room. We purchased an electro-stimulator, an ultrasound machine, an hydro collator for hot water compress and a physiotherapy bed. At the end of the year we helped in the implementation of the inter-cultural birthing room that will be operating starting from January 2016. Overall, an amount of 9.810 USD has been spent to improve the service offer of the hospital.



The electro-stimulator



The hydro collator for hot compress



The inauguration of the new physical therapy room (08-04-2015).

## Guagua program – Support for the improvement of education

Main activities carried out in 2015	USD
<b>Chone</b> payment of the scholarships. At the end of the year 112 students receive an economic support from their godfathers or godmothers. Many of them are children with special needs, in this specific case the amount donated helps parents to face the most urgent family expenses.	24.709
<b>Columbe Grande Lote 1 y 2 (Chimborazo)</b> Building of the sport field and the court for recreational and civic activities. Delivering of Christmas presents.	7.339
<b>Esperanza (Chimborazo)</b> For 12 months, a young man from Esperanza was payed a salary as the person in charge of the maintaining of the school, the purchase of didactic material and the cleaning of classrooms and restrooms. Delivering of Christmas presents.	6.763
<b>Chacabamba Chico Cagrín (Chimborazo)</b> Payed a salary to a professor, organization of a school trip to the cost region, purchase of cleaning material, rubbish bins, laser printer. Delivering of Christmas presents.	5.423
<b>Ambrosio Lasso (Chimborazo)</b> We contributed to the distribution of the school snacks and to the purchase of didactic material. Delivering of Christmas presents.	474
<b>Pinipala (Chimborazo)</b> We contributed to the distribution of the school snacks. Since September we are paying the salary of a professor's assistant. Purchase of didactic material. Delivering of Christmas presents.	1.280
<b>Tepeyac Bajo (Chimborazo)</b> Purchase of personal hygiene products and improvement of the restrooms, building of protection wall for the trout farming, an activity managed by the students guided by their teachers.	2.458
<b>Varaspamba (Chimborazo)</b> Payed a part-time assistant teacher for three months, purchase of food for breakfast. Delivering of Christmas presents.	660
<b>Costs distributed among the 9 schools</b>	3.478

By the end of 2015, there were **292 supported children** and 285 active supporters, among them 165 (58%) have decided to use the on-line system to keep in contact with their *Guagua*. We remind those who still have not, to contact us ([info@ayudadirecta.org](mailto:info@ayudadirecta.org)) in order to ease our work and reduce economic and environmental costs associate with the paper handling of the service.



The new court in Columbe Grande where kids can play



A group of children part of the Guagua Project in Esperanza.

## Fund Raising Activities

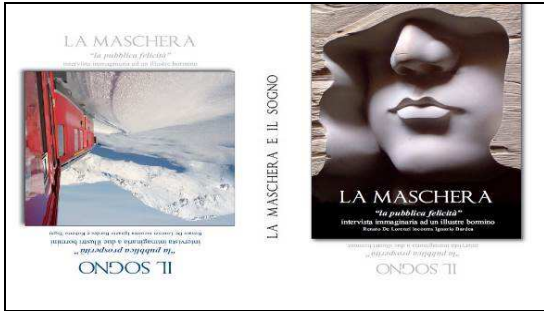
In the following table, you can notice that most of our funds come from activities organized by our friends, volunteers and all those people that year after year support us with their time and generosity. During 2015, two books have been launched: the collective novel *“La Libertà dei Fiori”* (“The Flowers' Freedom”), whose royalties will be donated to Ayuda Directa. Moreover, on the 5<sup>th</sup> of December the book *“Il Sogno e la Maschera”* (“The Dream and the Mask”), written by Renato De Lorenzi”, was presented. The profits from its sale will be donated to our association.

DATE	DESCRIPTION	Euro
10/06/2015	Surgentes Onlus Cagliari	336,00 Euro
22/06/2015	St Lucia's Church, Parish in Bormio (Sondrio)	1.000,00 Euro
03/07/2015	Coscritti 1966 Alta Valtellina (Sondrio) (Class of 1966)	555,00 Euro
03/07/2015	Direction Torobamba Charity Walk organized by Danilo Giardina Roma	140,00 Euro
28/07/2015	Skieda de un Olta, ski competition organized in Oga Valdisotto (Sondrio)	200,00 Euro
19/07/2015	Flea market in Bormio (Sondrio, Italia)	1.559,12 Euro
09/08/2015	Flea market in Bormio (Sondrio, Italia)	1.227,36 Euro
12/08/2015	Fundraising in the memory of Giardina Giovanni	500,00 Euro
16/08/2015	Birthday of Enzo Bertamini – presents from family and friends	1.770,00 Euro
Agosto 2015	Unità Pastorale Giovanni Paolo II di Foligno (Italia)	1.390,64 Euro
05/11/2015	Cinque per Mille Anno 2013 (in Italy, taxpayers can devote 0,005 of their tax contributions to a non-profit organization. In 2015 we received the amount corresponding to the year 2013. 661 people decided to support Ayuda Directa)	18.584,84 Euro
13/10/2015	Surgentes Onlus Cagliari	250,00 Euro
03/12/2015	Poloni Family in memory of Clementi Giuseppina	300,00 Euro
13/12/2015	Sale of cakes in the day of St. Lucia, Valdisotto (Sondrio, Italia)	650,00 Euro
23/12/2015	Coscritti 1966 Alta Valtellina (Sondrio) – Christmas dinner	350,00 Euro
Anno 2015	CD <i>Amando</i> by Sergio Lavia and Dilene Ferraz	120,84 Euro
Anno 2015	CD <i>Me Voy Pa'l Monte</i> by Katie James and Jorge Zarate	650,00 Euro
Anno 2015	Donations received by Ayuda Directa Germany: Erlebe Fernreisen € 3.159,00 + e-Domizil GmbH € 1.200,00	4.359,00 Euro
	<i>N.B. For privacy reasons we did not mention personal donations.</i>	





The flea market in Bormio 19-07-2015



The cover of the book written by Renato De Lorenzi December 2015



*La Libertà dei Fiori, The Flowers' Freedom.* The collective novel published on 5<sup>th</sup> June 2015 in Bormio.



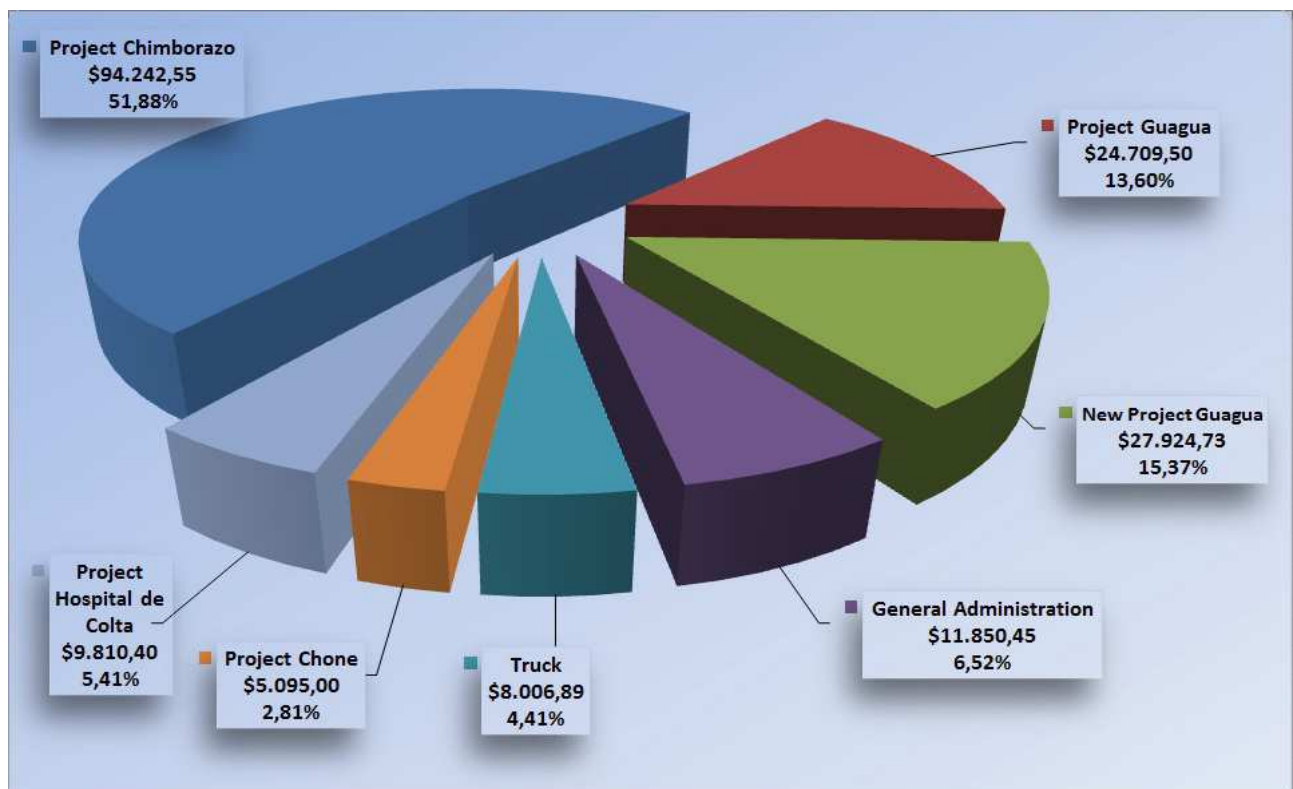
Cultural initiative for Ayuda directa: "Amando" the work by Sergio and Dilene (2012)



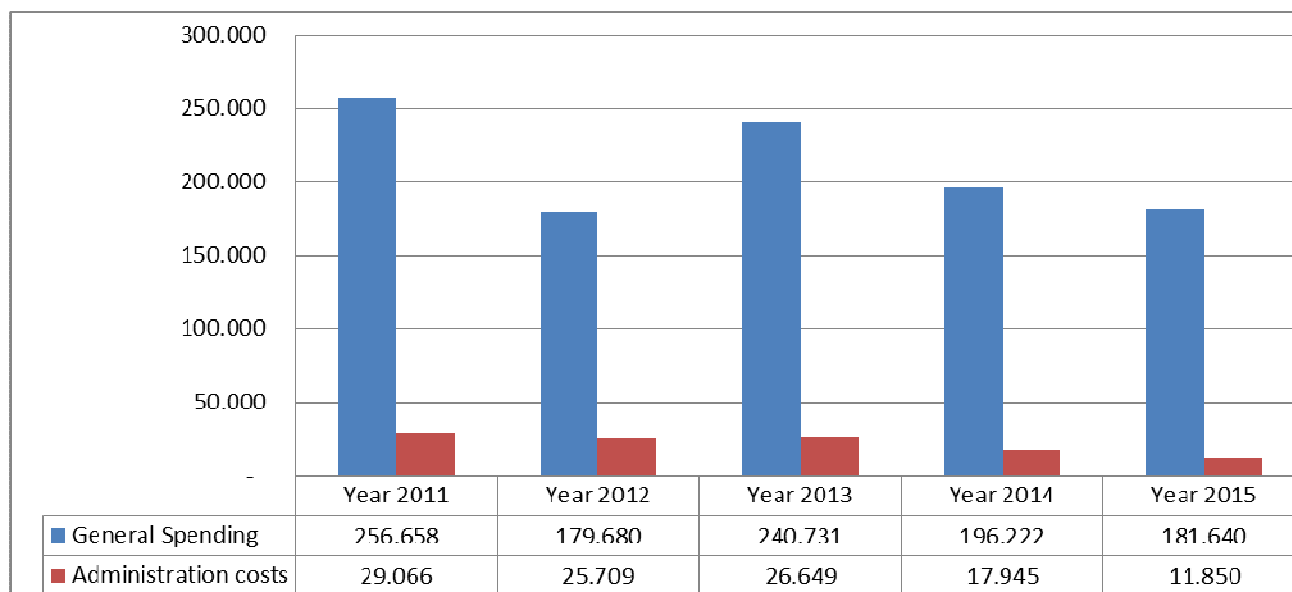
The cover of the new CD by Katie James and Jorge Zarate, three tracks were recorded in Esperanza

## General Administration

In 2015 **181.639,52 USD** have been invested in Ecuador, which correspond to about **165.500 Euro**, at the exchange rate of the end of the year. The following chart represents how they are distributed.



A comparative chart of amounts invested and administrative costs (USD).



To keep administrative costs at their minimum level is a priority for Ayuda Directa. In 2015, they amounted at 11,850 USD, which represent 6.52% of the total outflows.

Here we specify the main components of administrative costs:

- ◊ 6,100 USD salaries (6.100 USD to Michele Urbani)
- ◊ 3,188 USD taxes and social security contributions
- ◊ 1,750 USD accounting services
- ◊ 440 USD telephone and Internet expenses, stationary expenses, postal expenses.

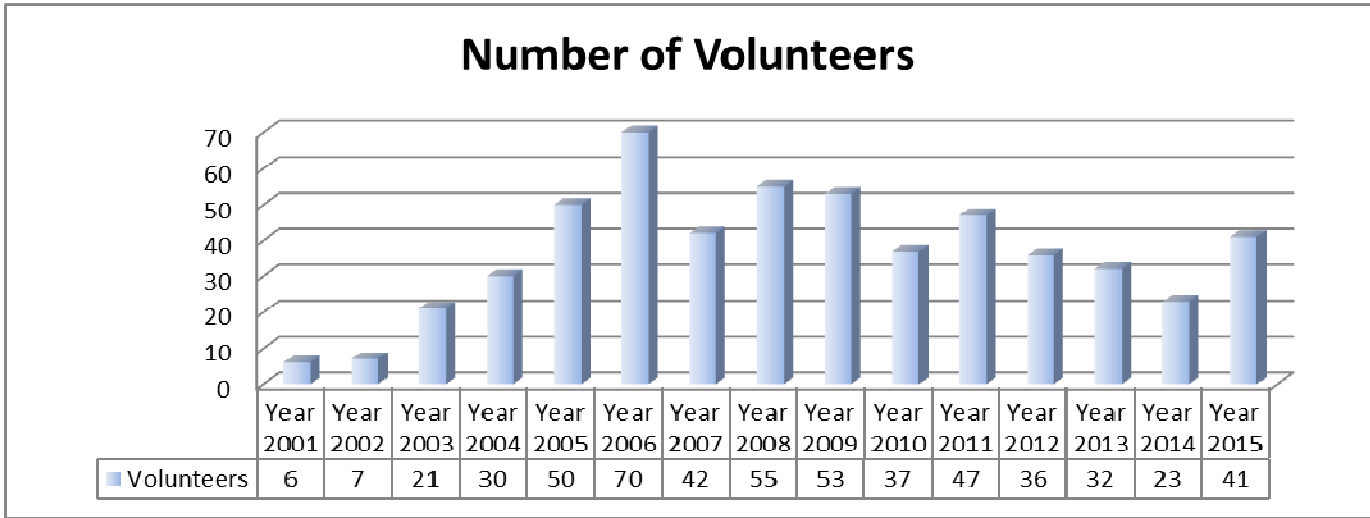
In September 2015 we replaced our old vehicle, buying a new diesel pickup truck Chevrolet, with 5 seats. The costs of this operation was 3,115 USD (the difference between price and the revenues from the sale of the old vehicle). To this number we need to add 1,400 USD due to the on-road charges (insurance, circulation tax, cover for the pickup truck bed, seat covers).



## Volunteers

During 2015 a number of volunteers from the Environmental Engineering Department of the Universidad Central of Ecuador worked at the construction of a bio-filter that purifies the residual waters of the cheese factory in Esperanza.

In addition to this group, many international volunteers from different countries help us in the projects of Ayuda Directa and we thank them from the bottom of our heart. We mention all the volunteers that currently are not in Ecuador, but they are actively supporting all the activities of the association.



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## AYUDA DIRECTA'S PHYLOSOPHY

*Ayuda Directa is an independent no-profit organization, formed by a group of friends from different countries, that supports the development of less protected population in an efficient, transparent and sustainable way, realizing projects that directly benefit the target. We use reliable methodologies that respect local culture and values, contributing to the human and environmental development and improving life quality of people.*

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<p>Visit our website <a href="http://www.ayudadirecta.org">www.ayudadirecta.org</a></p> <p>or contact us at <a href="mailto:info@ayudadirecta.org">info@ayudadirecta.org</a></p>	 <p>AYUDA DIRECTA ONLUS Apartado Postal 17-07-9188 Quito, Ecuador</p> <p>R.U.C.1792176239001</p>	<p>The economic report of 2015 is already available, if interested, ask for it.</p>
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