

SEEDS OF HOPE FUNDING REPORT

APRIL 20067 – MARCH 2008

INTRODUCTION

This year has been one of real growth at Seeds of Hope, a growth in which the One Percent Scheme (OPS) donations have played an important part. We have doubled our number of children from forty to eighty, have moved into new school premises in Huaraz and have opened a new school and volunteer centre in Cusco. For the first time we implemented a marketing campaign with activities such as the creation of a quarterly e-newsletter and the printing of volunteer T.shirts to publicise Seeds of Hope locally. This, together with our inclusion on a number of important volunteering websites, has made Seeds of Hope much more visible in the volunteering marketplace.

As a result we saw our volunteer numbers increase by a third from fourteen in 2006 to twenty-one in 2007. This generated income of more than £2000 from volunteer payments in 2007 compared with £445 in 2006. We have also begun to build relationships within the community, both with international organisations such the Rotary Club and with local people such as psychologists, dentists and hairdressers, all of which have benefitted the children greatly.

The OPS donations have not only provided a springboard for our activities this year but have specifically enabled us to:

- Increase the number of children in our Huaraz school from forty to fifty-five
- Acquire new and improved school premises for our children in Huaraz, enabling us to improve their diet and to implement personal hygiene routines
- Carry out fundraising projects such as the printing of Christmas cards, and a poster to attract more volunteers.

A more detailed report of these activities is given below.

USE OF ONE PERCENT SCHEME DONATIONS: APRIL 2007 - MARCH 2008

APRIL - JUNE 2007

Our first quarter's donation was used to help sustain our Huaraz school, and was spent primarily on food for the children. The diet in Peru, especially for the lower income families from which our children come, is heavily based around rice and potatoes which are of limited nutritional value. The daily diet of many of our children is therefore lacking in fruit and dairy products essential for their healthy growth. To counteract this we give our children a piece of fruit every day, supplemented by a cheese sandwich twice weekly. One of the factors restricting the number of children we could accept was our ability to feed them. Thanks to the OPS donation we were able to accept and feed an additional fifteen children, bringing our total number in Huaraz to fifty-five. With the cost of feeding the children running at £120 a month, the OPS donation for this quarter enabled us to provide food for two months.

Whilst helping to educate the children is crucial, Seeds of Hope also feel it is important to allow them to play and have fun. With a number of children having to work in their free time, often late into the evenings and at weekends, there is often very little opportunity for them to play and enjoy themselves. The donation from OPS allowed us to take the children on a couple of outings, the first of which was to the local football stadium to see a children's football tournament. We encourage the children to support each other and this provided just the opportunity to do so as two of their classmates were playing in the tournament. The children had a great time cheering on their friends, especially as their team won! For many of them this was the first time they had ever been to a live match and it was such a great experience that we hope to be able to repeat it in the future. The second outing took the children out of Huaraz, giving them an opportunity to see the beautiful countryside in which they live. It also helped to develop their teamworking skills through the boys' impromptu football tournament and the girls' frisbee and ball games. Needless to say, a great time was had by all!

The poverty of the children's families often prohibits them from participating in regular school activities, something that Seeds of Hope tries to assist with whenever possible. Part of this quarter's donation was therefore used to provide football boots for the two students participating in the football tournament and traditional dance outfits for three of our girls, enabling them to perform at the Father's Day event held by their school.

JULY - SEPTEMBER 2007

The money for this quarter was used to rent a new house in which to hold the school. The premises we had previously been using were very small and cramped with only two classrooms in which to teach fifty-five children. There was very little natural light inside and the bathroom was very small and often lacked water. The OPS money allowed us to rent a much larger house with three classrooms, a kitchen, a bathroom, and a garden in which the children could play safely.

The kitchen and bathroom have been particularly useful to us. The kitchen means that for the first time we can provide the children with a nutritional hot drink made of oats and milk or quinoa and fruit. The bathroom and outside sink have allowed us to start educating the children about the importance of personal hygiene. Many of their parents are very poorly educated and attach no importance to daily washing or brushing of teeth. Our new school premises have enabled us to make these activities part of our daily routine. In doing so we hope that the children will grow up to understand the importance of personal hygiene not only for themselves but, in later life, for children of their own.

OCTOBER – DECEMBER 2007

The third quarter's money gave the children an opportunity to help generate income with which to support the school. The OPS donation allowed us to print Christmas cards which have been sold through local shops and cafés, and through our worldwide network of ex-volunteers and supporters. A local artist kickstarted the project by coming into school to teach the children some basic drawing techniques which they applied to produce Christmas drawings. These drawings were then used to create a set of Christmas cards. We printed

four thousand cards which have been sold in Peru, Britain, France, Belgium and the United States. The initial OPS donation of £330 has generated £850 profit to date with more sales still to be made in the run-up to Christmas. We anticipate that the money generated by the Christmas card sales will reach £1000 which will pay for rental of both the Huaraz and Cusco school premises for the whole of 2008.

JANUARY – MARCH 2008

The final OPS donation will be used to help us attract more volunteers to Seeds of Hope. A current volunteer with a background in design has created a poster publicising Seeds of Hope and its voluntary opportunities. This will be displayed in Huaraz and Cusco in tourist cafés, internet cafés, hostals/hotels and travel agencies, with the aim of attracting volunteers from the tourists visiting these cities. It will also be sent to language, education and careers departments at universities throughout the UK, Australia, the United States and Canada. We hope that the display of our poster in these institutions will generate interest amongst students and will encourage them to volunteer with us. Thanks to our network of friends and volunteers we will be able to save on postage costs through bulk mailing of the poster to the relevant country where it will then be sent out in-country to the university departments. We feel that this will be an excellent way to use the OPS money as we believe it will bring us more volunteers (and therefore more money) with which to sustain our two schools.

CONCLUSION

The importance to Seeds of Hope of becoming one of OPS' nominated organisations in 2007 cannot be overstated. As a small NGO, Seeds of Hope receives no government funding and we have therefore relied primarily on volunteer donations to fund our activities. This has made it incredibly difficult to plan for the future as our funding stream is a very volatile one. For the first time in our history the OPS donation has given us a secure funding stream, allowing us to plan confidently for the future. It has benefitted us directly in terms of being able to maintain and improve the schools, to support the children and to engage in fundraising activities such as the Christmas card and poster projects. However, it has also benefitted us indirectly by allowing us to use income from volunteers and other donations for projects such as the new school in Cusco. Such a project would not have been possible if we had needed to use this money for maintenance of the Huaraz school and to implement other income generating projects.

A big "MUCHAS GRACIAS!" to the One Percent Scheme from all the children and volunteers at Seeds of Hope!