

# SEEDS OF HOPE FUNDING PROPOSAL

**APRIL 2008 – MARCH 2009**

This proposal is based on the assumption that, if chosen for re-election, Seeds of Hope would receive approximately US\$2000 funding from the One Percent Scheme (OPS) for 2008/9. Our intention would be to use the money partly to maintain the Seeds of Hope schools and to support the children, and partly to invest in income generation projects. At the moment we rely primarily on volunteer payments to fund our organisation and as the income received from this source varies greatly throughout the year, it is very difficult to plan for the future. The projects in which we would like to invest the OPS funding would provide us with a secure income stream which would be used to sustain our schools and also to expand and develop the organisation.

## PROPOSED ACTIVITIES FOR APRIL – JUNE 2008

- **US\$300** would be used for a new income-generation project in the form of a small café to be opened in Huaraz; the proceeds of which would go to support our school there. The OPS donation would enable us to decorate the café, to buy tables, chairs, crockery and cutlery, and also to buy a stock of ingredients with which to make the items for our menu. It would be based in the premises of our new volunteer centre which has an ideal space for the café and is well-located on a small park in the centre of Huaraz. The café would sell breakfasts, hot drinks, juices, sandwiches and cakes and would also serve as a place to publicise Seeds of Hope. Although there are currently two main tourist cafés in Huaraz, they are usually full in high season and therefore we feel that there is room in the marketplace for our café. It would have a unique selling point in that, unlike the existing cafés, all proceeds would go directly to support our school; something we feel would be attractive to tourists and which would be easy to market. We would hope that once the café was established we would be able to offer part-time employment to some of our older students as waiters/waitresses. This would not only provide them with some much-needed income but would also give them useful workplace skills which would help them when looking for full-time employment in the future.
- **US\$200** would be used to buy materials for the year for the Huaraz and Cusco schools – this would include exercise books, stationery and textbooks.

## PROPOSED ACTIVITIES FOR JULY – SEPTEMBER 2008

**US\$500** would be used to print Christmas cards and 2009 calendars. Due to the successful sales of our Christmas cards in 2007, which generated around US\$2000 profit, we would like to repeat the project again in 2008. This time we would like to expand the project to include the printing and sale of calendars designed by the children. Printing the cards and calendars earlier (in July rather than August) would enable us to publicise and start selling them at the start of September. We hope that earlier sales through an increased network of ex-volunteers and supporters (of which we hope OPS will be one!) would enable us to increase the profit made in 2007. This money would then be used to support the schools and also to invest in other income generation projects.

## **PROPOSED ACTIVITIES FOR OCTOBER - DECEMBER 2008**

**US\$500** would be used to buy presents and to provide a Christmas party for the children in our two schools. Because our children come from very poor families they receive very little throughout the year, in fact some of them have to work to bring in extra money for their families. Parties and presents are therefore a rare or non-existent occurrence in many of their lives as parents simply cannot afford to celebrate birthdays or Christmas. Occasionally we are given items for the children but they are always second-hand. Whilst the children are always grateful for what they are given, the OPS donation would allow us to give them a small but new present such as clothing or a toy which had been chosen especially for them. We would aim to spend US\$5 on each child's present - US\$400 in total. The remaining US\$100 would be spent on providing refreshments for the children's parties. It goes without saying that the US\$500 we would use to provide a party and presents for the children would give them a pleasure that is priceless.

## **PROPOSED ACTIVITIES FOR JANUARY – MARCH 2009**

- **US\$400** would be used to purchase school uniforms. In Peru, school uniforms are one of the most expensive items that poorer parents have to provide for their children. This is made worse by the fact that large families are still common amongst the lower socio-economic groups and so the parents of our children often need to buy uniforms for four or five children. Children are not permitted to attend school without a uniform so a lack of one can literally halt or even end a child's education. We would like to ensure that this does not happen by spending part of this quarter's money on buying uniforms for those children whose families are too poor to provide them. As a uniform (excluding shoes) costs an average of US\$25, this amount would provide full uniforms for a fifth of our children. Any other uniforms needed would be purchased with the money generated from the sale of Christmas cards (printed with the OPS July - September donation). In this way we could be sure that none of our children's education would be affected by the lack of a school uniform.

- **US\$100** would be used for marketing and publicity of a new Seeds of Hope café in Cusco. Based upon what we hope will be a successful venture with our Huaraz café, we would plan to use the experience and income gained from this project to help us open a similar café in Cusco. As an all-year-round tourist destination, Cusco would provide a larger market to tap into in terms of:

- the number of customers
- the number of volunteers that could be recruited through the café
- the number of donations that could be generated through publicity of our work in the café.

The actual funding for the café itself would come from other OPS funded projects, namely:

- the remaining profit from the 2008 Christmas cards after purchase of school uniforms
- the profits generated by the Huaraz café
- the income received from the increased number of volunteers generated by the printing of the poster in January 2008.