



PURE ART FOUNDATION

2018 UPDATE

"Bringing shelter, education & first-line healthcare to marginalized communities in the developing world"

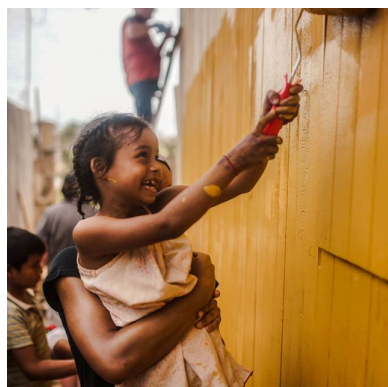
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EXECUTIVE SUMMARY

Executive Summary



A LOOK BACK AT 2017

The Pure Art Foundation celebrated its 10-year anniversary in 2017, a time for well-earned festivities, reflection on progress, and contemplation of the path ahead. Initial stones were laid in the foundations of the Ben McKinnon Memorial Day-Care Centre within the Hub of Hope, with the objective of providing child care to the children of women enrolled in the Pure Art Sewing Initiative, and the opportunity to provide infant nutrition and child care education.

2017 also marked the beginning of a new initiative: S.T.O.P. Peru - a major medical campaign to treat children for intestinal parasitic infection, endemic to warm climatic regions, with poor sanitary conditions. For many regions like the slums of Pucallpa this simple and effective treatment remains out of reach for large portions of the population. S.T.O.P. Peru's focus is infants (0-4 years) who are often overlooked by governmental initiatives administered through schools. The campaign is centralized at community centers such as the Hub of Hope, with the objective of breaking the cycle of infection and re-infection.

2018 HIGHLIGHTS

The successes of 2017 provided the perfect springboard for further growth in 2018. With the Foundation maintaining its focus on sustainable development and empowerment of the communities it serves, several key projects went underway with an emphasis on youth and wellbeing.

The Hub of Hope's day-care facility saw its grand opening on June 9th and first enrollment of 17 students, all of whom are children of Sewing Initiative mothers. The day-care is supplemented by the

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Foundation's after-school program the "Comedor", which grew to receive its largest enrollment of 40 children this year. Each child receives a hot lunch and help with after-school activities such as homework. The project is fully funded through volunteer donations and has the potential to expand further in the years to come.

The Hub of Hope's Sewing Initiative continues to encourage and empower with 22 women participating this year. For the women enrolled, the Initiative is not just about learning new skills it is a road to independence, employment, and self-worth. The students are working alongside a qualified instructor to develop the skills most relevant to the needs of their community. They become strong pillars for their family and inspiring role models for their children.

Phase two of the S.T.O.P initiative was completed in March 2018 as part of a medical clinic serving over 400 families in the vicinity of the Hub of Hope. The initiative works in accordance with World Health Organization (WHO) guidelines providing a twice annual deworming program for the treatment and prevention of parasitic infection (highly problematic in marginalized areas such as the Manantay slum, in the periphery of the Hub). This treatment is a step in the right direction to ensuring children are able to lead normal healthy lives and attend school.

LOOKING AHEAD

To continue to progress the mission of sustainable development for marginalized communities, the Foundation has worked alongside the community to determine their objectives for the year to come:

1. Expansion of the Hub to meet additional programming demands focused on youth
2. Sanitation programming to address immediate health concerns
3. Financial literacy to promote sustainability within the sewing initiative
4. Evaluation of the potential for corporate social responsibility (CSR) opportunities

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INTRODUCTION

Introduction



FROM VISION TO MISSION

For some, when faced with adversity change seems impossible, things are too difficult, there isn't enough time. Then, there are those who rise to these challenges, bringing possibility, hope, and light through the dark. When the McKinnon family arrived on the streets of Pucallpa more than a decade ago they were struck by a community lacking in basic shelter, healthcare, and education, with little chance at a brighter future. Brigitte and Robert McKinnon founded the Pure Art Foundation in 2007, a registered Canadian charity, that has since worked to empower this community through health and education programs.

The Foundation has extended their work to projects in Tanzania where they have helped provide first-line screening for cervical cancer, and Nepal where they are working to provide educational resources to isolated Himalayan Mountain villages. This report will focus on their work in Pucallpa, Peru, where the Foundation has made great strides towards a sustainable development model in the community of Manantay.

The Foundation's programming is built on Three Pillars of strong community: health, education, and sustainability (which includes shelter). Each of these pillars is closely intertwined and one cannot fully function without the other. The Foundation's programs provide basic healthcare and medications, they provide safe housing, and they support both children and adults in education and training. The ultimate success of the Foundation's work will be judged not by how many houses they have built or children they have helped attend school, but on whether the community and the programs become self-sustaining, evidence of empowerment at work.

The ongoing sustainability of the Foundation would not be possible without corporate sponsorship, but also the efforts and donations of individual donors. Thanks to these donors, some 300 children have

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been able to attend school from various districts in the vicinity. A growing number of these children attending are residents of the Los Gardines district (which is where the hub is located). This “Hub of Hope” is where the Foundation’s main projects and infrastructure are based. Among the 30 students who have been able to attend university, five have already graduated. Each year founders Brigitte and Robert McKinnon are accompanied on their annual expedition to Pucallpa by more than a handful of dedicated, adventurous, and self-funded volunteers from all walks of life, to contribute to the work on the ground. This year this amounted to 65 individuals, who constructed two new homes as part of the C.A.S.T. (Construct A Structure Today) project and had the chance to see the Foundation’s work growing before their very eyes. This connection inspires unwavering commitment.



UPDATE FROM PUCALLPA: FROM INFRASTRUCTURE TO PROGRAMMING

Update from Pucallpa: From Infrastructure to Programming

The Foundation is committed to ongoing evaluation and reporting, to honor donor contributions and provide an opportunity for in-depth reflection on both successes and areas for growth. Prior reports have highlighted several areas for future focus for the Foundation to enable continued headway to be made towards their objective of building sustainable and empowered communities. During the Foundation's visit to Pucallpa in March 2018, progress towards these recommendations and new objectives was measured, specifically regarding barriers hindering progress of women's Sewing Initiative to ensure sustained success, opportunities for infants and youth, and continuing to address immediate health needs. This section of the report will provide further detail on 2018's key programs and insight into how life is changing in Manantay, where on the ground a visible change is evident.

The Foundation is reaching a milestone where programming is taking center stage now that vital infrastructure is in place. As the Hub becomes more integrated into the community, the people themselves are voicing their opinions more openly, allowing them to take more active role and improve self-worth. The Hub of Hope has become a hive of activity and innovation, spurred on by both the dedicated volunteers on site every day of the year, and the individuals immersed in the Foundation's programming each day. These individuals are committed to building a better life for themselves and their families and are increasingly eager to collaborate with Pure Art to provide direction for the future.

DAY CARE FACILITY

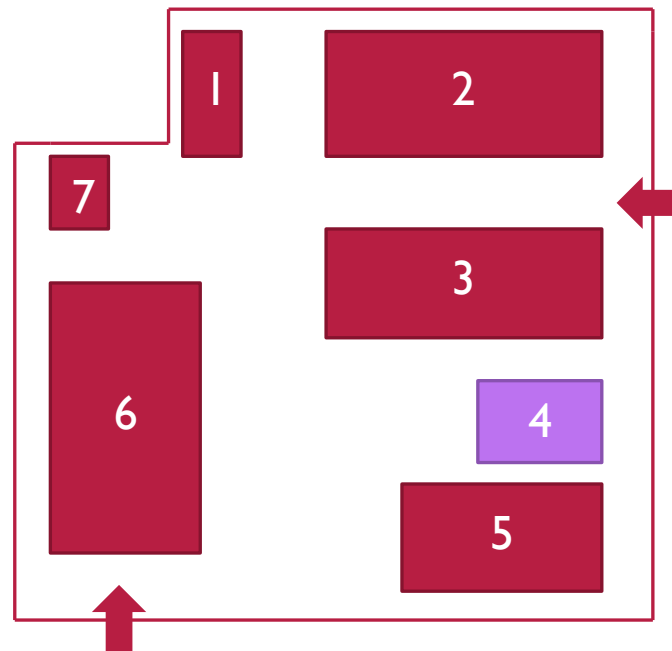


In order for development to be successful, the groundwork for sustainability must be laid early on. Observing barriers to development and taking steps to remove these barriers is a vital part of this groundwork. In Pucallpa one of the key missions of the Foundation is to empower women towards a

UPDATE FROM PUCALLPA: FROM INFRASTRUCTURE TO PROGRAMMING

sustainable future for themselves and their families. The majority of the women enrolled in the Foundation's sewing initiative have more than one child under school age (0-4 years). Without the capacity to provide alternative care for these children, women enrolled in the sewing initiative, had to bring their children to class with them.

The Foundation noticed this situation in 2016 and quickly realized both the impact it was having on productivity of the sewing program and the potential for an additional educational opportunity for the Hub's youth. During the 2017 visit the first stone of a day-care facility was laid. In March 2018, the Foundation returned to Pucallpa with their team of eager volunteers to complete the construction, and in June 2018 the first 17 children were enrolled.



The Hub of Hope structural outline.

1 = toilets and washing facilities, 2 = medical dispensary, 3 = sewing centre, 4 = day-care facility, 5 = guardhouse, 6 = education centre, 7 = well and septic tank. Arrows indicate entrance/exits.

Illustration is not to scale.

The day-care is named the “Cuidador de la Luz” or “The Lightkeeper” and was built and funded in the memory of the McKinnon’s son, Ben, who was traveled to Peru for many years with his brothers and parents, growing very close to the families living within this special community. A talented filmmaker, Ben captured the beauty of Pucallpa and its people, illustrating the tangible impacts of the Foundation’s

UPDATE FROM PUCALLPA: FROM INFRASTRUCTURE TO PROGRAMMING

initiatives through his touching documentary films. The day-care is a fitting and lasting tribute to Ben and the lives he touched.

The day-care runs five days a week, overseen by a qualified teacher and teaching assistant. The children range in age from a few months to five years old, providing an excellent opportunity to provide both early-years education and information to mothers and parents on infant health and nutrition. While their children are safely cared for in the day-care, the mothers of the sewing initiative are able to focus on skill development without concern about the lack of alternative arrangements for their children.

COMEDOR AFTER-SCHOOL PROGRAM

Alongside the day-care facility exists an after-school program for school aged children: the Comedor. The Comedor has been functioning now for three years and this year saw its largest enrollment of 40 children. The children are provided with hot lunches and activities to keep them occupied and engaged three days per week, primarily with math and communications which were identified as required. After thorough evaluation, it was determined that more full-time help is needed. The Comedor has room to grow, with the potential to offer its services 5 days a week, if funding can be secured. Currently, local mothers help with basic instruction or household chores but there is a need to expand to experience music, theatre and sports. In Pucallpa, both parents often work long hours, leaving children to be looked after by family members or older siblings in the after-school hours. The Comedor provides a productive, enriching and sociable environment for children, until they are able to return home.

SEWING INITIATIVE

While the children of the Hub are safely occupied, their mothers have the opportunity to work on their own endeavors. The Sewing Initiative is a flagship project of the Foundation and deeply connected to its mission of sustainable development and empowerment of women. It is a skills development and entrepreneurship program that empowers women to become self-sufficient through skilled handiwork and economic freedom. Located in the Hub of Hope, the sewing centre runs 8-month long courses led by a qualified instructor 5 days a week, 3 hours a day, from April to November.

In 2018, after much discussion with the Initiative's students the Foundation elected to move away from the prior CEPTRON qualified teacher and curriculum (recognized by the Peruvian government) to become an independent body overseen by the Foundation. While the CEPTRON teacher provided a path to certification, this certification was proving too expensive for participants and skills learned were not relevant to the local context. The changes will allow the Foundation to support local instructors while gaining more freedom to shape the program to the needs and interests of the women participating.

UPDATE FROM PUCALLPA: FROM INFRASTRUCTURE TO PROGRAMMING

As another addition to the Sewing Initiative's resume, a project was developed this year in collaboration with Lima-based designer Annaiss Yucra Mancilla. Annaiss travelled to Pucallpa in March to lead the women in a 3-day design workshop. Annaiss was assisted by two-time volunteer and at Lasalle College (Montreal) fashion student Cathryn Joly-Terriah. Together the women created two pieces which will be retailed through the Foundation's fair-trade partner the Pure Art Boutique in Hudson, Quebec. The event brought together many different women and allowed for an exchange of skills, ideas, and the development of relationships. The workshop also provided an opportunity to establish valuable national and international connections that will support the Foundation. The success of the workshop, the coming together of cultures, hard work and a belief in the principles of fair trade, was celebrated with a night of music, dancing, and a fashion show.



In 2017 a collaboration was developed between the artisans of the Shipibo Tribe and the women enrolled in the Pure Art sewing initiative, in Pucallpa. The Shipibo artisans provided their insight into traditional techniques, while the Initiative students provided the main body of an item of clothing to be sold eventually in the Boutique in Canada. Since then, the Initiative students have taken the opportunity to learn these traditional techniques, a valuable part of their cultural heritage, and produce the product independently. What is needed is basic business classes (mini-enterprises) that could be taught in the morning session, followed by learning sessions in the afternoon. Results are encouraging, but there is much to do.

HEALTH & PARASITIC INFECTIONS

The energy invested in the education and training programs offered by the Foundation are clear to see, however lack of basic healthcare and nutrition can stop progress in its tracks. If children are sick, they cannot go to school and their mothers cannot work, a vicious cycle that is readily perpetuated. The Foundation has developed several practices to intervene in this cycle and help to rebuild the health of the community. This year 430 children who were either under age, or overlooked during the school programs, attended a parasitic infection clinic for treatment. The clinic was organized by the Yarina

UPDATE FROM PUCALLPA: FROM INFRASTRUCTURE TO PROGRAMMING

Cocha Rotary Club, medications and vitamins were provided by the Foundation. The clinic was overseen by the Hub's pharmacist Delicia Mercedes. By eliminating the risk of this highly preventability infection children are able to continue their education and parents are able to return to work, supporting a vibrant and healthy community.



But the work doesn't stop there. Mercedes explained the challenge of ensuring follow-ups with children after they've received an initial dose of medication, in order to assure sustained immunity or recovery from parasites. It was established that patient files should be created to keep track of treatments. Mercedes also mentioned that when the weather permits families to visit her, she easily treats 20 to 30 patients a day, and began conducting house calls after recognizing the need for community outreach in the area surrounding the Hub. In Pucallpa, seeking medical attention is often stigmatized, leaving the sick to be cared for at home by relatives using traditional remedies which are often, sadly, ineffective. During her house calls Mercedes is able to reach those unable or unwilling to find medical help themselves. A prime example of this is Luis.

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CASE STUDY: LUIS

Luis is a 22-year-old battling tuberculoid leprosy, but who was unable to access treatment due to its cost and the inaccessibility of appropriate clinics. Luis lives only a few doors away from the Hub, but his home can be easily overlooked. Due to misconceptions about his disease, Luis was confined to his home for most of the day, along with his family of 15.

Working with a local doctor, Dr. Lucas, The Foundation was able to get Luis the treatment he vitally needed. Volunteers lined up at a local hospital to donate blood for his first blood transfusion. The transfusion was successful, a key first step towards recovery.



A LOOK AHEAD: OBJECTIVES FOR 2019 AND BEYOND

A Look Ahead: Objectives for 2019 and Beyond

The Foundation is driven by its mission to promote sustainable development for marginalized communities, with a focus on youth. Finding an effective path towards sustainability requires communication with the local community, and a thorough understanding of their needs and wants. As such, the Foundation has established the following objectives for 2019 and beyond.

FINANCIAL LITERACY

Empowerment of women has always been at the forefront of the Foundation's mission and vision for Pucallpa. With the Sewing Initiative going from strength-to-strength and more women taking control of their futures, a need and desire for increased financial literacy has become apparent. Plans are currently underway to introduce a 'mini-enterprise' element to the sewing initiative, where women have the opportunity to use the initiative's facilities to produce their own products for sale in the community, while still committing to their training hours.

In order for this grassroots enterprise to be successful and lead to increased economic resilience, the women need to be equipped with the tools for success: financial literacy and business acumen. The Foundation is in the early stages of talks with Peru based Credit Scotia about the potential for micro-finance in a region where exclusion from typical financial institutions is commonplace.

EXPANSION OF THE HUB

The Hub has become exactly what its name describes: a focal point of activities, a place to meet, to learn, a place of community. This report has described the transition from infrastructural demands to a focus on programming, and the programming demands continue to grow, with voices from the local community leading the way.



A LOOK AHEAD: OBJECTIVES FOR 2019 AND BEYOND

Youth development is top-of-mind for both the parents of Manantay and the volunteers who work on the ground year-in-year-out. There is a clear need for on-going support of the large youth segment of the community, to strengthen families in the community and aid this next generation's rise from poverty.

Two initiatives the Foundation would like to see developed in the future include a "right to play" program and a more developed gardening program to help boost nutrition, food security, and make better use of uncultivated land.

The Foundation has an opportunity to purchase additional land adjacent to the Hub, which could be readily developed to support these programs. To sustain this additional programming additional funding is required. Support from Scotiabank and other funders, for these youth and nutrition-focused Pure Art projects, will ensure costs of programming are covered in order to maintain and strengthen Hub activities in the years to follow.

Two areas of particular focus are:

1. The Day Care (0-5 years of age)
 - With emphasis on early childhood education through expanded programming with qualified educators and staff.
2. The Comodor (6-12 years of age)
 - With emphasis on after school programming and expansion to include sports, music and theatre through additional qualified instructors and staff.

SANITATION & HEALTH

While these longer-term programs are important, an immediate public health concern facing Manantay's residents is a lack of adequate sewage drainage. Pucallpa is subject to harsh weather conditions with hot and humid temperatures and seasonal monsoons. A lack of proper site drainage and unstable soils means that homes are subject to frequent flooding. This problem is worsened by inadequate or non-existent sewage systems, meaning that flood water and human waste wash the streets and surround homes when conditions are worst.

In 2016, when recipients of a Pure Art CAST home were surveyed it was found that only one home had invested in connection to the local sewage system, at a cost of 10 soles per month. For many families this cost is seen as either unnecessary or prohibitively expensive, despite evidence that such a connection was needed. A further survey would be beneficial to understand the barriers preventing investment, and whether the Foundations could work with local contractors to help families find more cost-effective ways of improving sewage and drainage problems.

A LOOK AHEAD: OBJECTIVES FOR 2019 AND BEYOND

While the S.T.O.P. program is helping to combat parasitic infection, further education on proper food handling and sanitation is also needed to prevent the continuation of food-borne infection and disease, which can have a devastating impact on the fragile health of children and infants. The existing day-care facility could provide the perfect connection to parents to impart this information and provide necessary training.

CORPORATE SOCIAL RESPONSIBILITY

Several representatives from Scotiabank Peru have visited the site of the Foundations work in Pucallpa. These visits provide an invaluable opportunity for Scotiabank staff to witness what their funds are helping to achieve, and a chance to interact with the local people and hear first-hand accounts. But the opportunity for engagement need not stop at an annual visit. Throughout the year there are opportunities for staff to be involved in Foundation and community ventures, from repainting a home to playing in a soccer match organized by the community's youth. By spending time with the youth and participating directly in Hub activities volunteers witness the improvement of self-worth in young people through structured interaction and take part in real sustainable development.



CONCLUSION

Conclusion

This report highlights the ongoing efforts to grow programs, combat challenges, and to address the needs of a developing community. Annual review is vital for guiding future directions, celebrating successes, and highlights the proactive nature of the Foundation and its supporters. The Pure Art Foundation continues to work with families and community leaders in Pucallpa to provide community-based solutions to concerns and problems faced by community members every day, in particular, its youth.

By maintaining flexibility to adapt and respond quickly to change and upholding the principles of sustainable development, the Foundation hopes to continue to empower the people Pucallpa to be the leaders in their own futures.

