



PURE ART FOUNDATION

2019 UPDATE

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

TABLE OF CONTENTS

Contents

Executive Summary _____	1
Introduction _____	4
Update from Pucallpa: Pathway to Sustainability _____	6
A Look Ahead: 2020 Vision _____	13
Conclusion _____	17

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December 2019

EXECUTIVE SUMMARY

Executive Summary



A LOOK BACK AT 2018

The work of the Pure Art Foundation continues to expand, touching the lives of more individuals, families, and the community. For the Foundation, 2018 was a year focused on the increasingly evident needs of the community's youth and the sustained drive to place growth and development in the hands of the community's women. A key highlight was the grand opening of the Benjamin McKinnon Memorial Day Care Centre, which welcomed its first group of children to receive much needed early years education in a nurturing environment. The Comedore after-school program continued to supplement primary education of school age children, growing to its highest enrollment of 40 children.

The Foundation's sewing initiative continued to flourish in 2018, allowing 22 women to develop new skills and confidence in their own strengths. Alongside the influx of volunteers from Canada to the Hub of Hope in March 2018 came the completion of phase II of the S.T.O.P. initiative, with a medical clinic now serving over 400 families, in addition to the construction of new homes under the Foundation's cornerstone C.A.S.T program.

2019 HIGHLIGHTS

The Foundation's initiatives all emanate from the Hub of Hope (Hub) in Los Jardines, a community of Manantay, Pucallpa. The Hub acts as a wheel with many spokes – health, education, skills training, safe housing – and every spoke must be solid and durable in order to achieve the overarching goal of sustainable development. It has always been clear to the Foundation that basic needs must be the first to be addressed, with input from community stakeholders.

EXECUTIVE SUMMARY

With the day care centre complete, and the Hub well established in the community, 2019 marked a year of transition from infrastructure development to a focus on programming and strengthening of initiatives.

The day care centre, now in its second year of operation, is open five days a week serving children aged one to five under the direction of a qualified instructor. Materials donated by Scotiabank continue to supplement and expand the children's educational opportunities. As an additional benefit, enrolled children are closely monitored by nursing staff at the medical dispensary. For children over five years, the Comedore after school program continues to enroll 40 children for academic enrichment and a free lunch. Children are learning the importance of a healthy lifestyle and are actively involved in food preparation, sanitation, and the importance of helping with chores. Children at the Comedore are joined every Friday by one of the Foundation's first university graduates, Guadeloupe, who meets with them to instill the importance of commitment and perseverance.

The Hub's sewing centre continues to grow from strength to strength, proving more popular than ever before. Alongside daily classes from noon to six, seven women from the program have launched their own mini-enterprise, Creación Arte de los Manos. The entrepreneurs completed a three-step evaluation and qualification assessment to develop the necessary skills for processing orders, with their enterprise now up and running from the Hub.

The medical dispensary was the Hub's very first building, constructed as a response to community's immediate and chronic medical needs. The dispensary now runs seven days a week under the supervision of a qualified nurse, with support from on-site missionaries. Exciting changes are underway at the dispensary, to include cervical cancer screening and the welcoming of a trained pharmacist.

The Construct A Structure Today (CAST) program not only produced two new homes for the community this year, but expanded beyond building homes to include classrooms thanks to a generous donation. In March, three classrooms were added in a local community school to directly facilitate the educational process of 75 students – powerfully demonstrating an intersection between two of the Foundation's core pillars: education and shelter, both playing integral roles in the building of healthy and sustainable community.

EXECUTIVE SUMMARY

LOOKING AHEAD

To continue expanding the mission of sustainable development for marginalized communities, the Foundation has worked alongside the people of Los Jardines to establish the following vision and

objectives for 2020:

1. Growing youth programming
2. Women's enterprise – adapting and evolving
3. Expansion of operations – learning from a decade of experience
4. Targeting health needs

INTRODUCTION

Introduction



FROM VISION TO MISSION

Behind every great undertaking is an idea, a vision, a dream. For the Pure Art Foundation that vision was formed by Robert and Brigitte McKinnon over a decade ago, as they walked the streets of Pucallpa with their sons. Inspired by the need for change, the McKinnon's went on to form the Pure Art Foundation, a registered Canadian charity, in 2007 and the work hasn't stopped since. With the rise of each new yellow house, each new school uniform delivered to a child, and each volunteer given the opportunity to step outside of their comfort zones and embrace a community hungry for change, the reach of the Foundation grows.

The Foundation's programming in Pucallpa is built on Three Pillars of strong community: health, education, and sustainability (which includes shelter). The ultimate beneficiaries of the project are the women and children of the community in the vicinity of the Hub of Hope. Specifically, those who without the Foundation's programs would not have the financial capacity to access both primary and secondary education and skills-based employment. The ultimate success of the Foundation's work will be judged not by how many houses it has built or children it has helped attend school, but on whether the community and the programs become self-sustaining, evidence of empowerment at work.

Sponsorship at both the corporate and individual level are the underpinnings of the Foundation's success in Pucallpa. Moving into 2020 and beyond this will continue to be true. Thanks to these generous donors and long-term commitments, hundreds of children have been able to attend school, get medical attention, and have a greater chance at a different life. These children, now adults, are returning to the Hub to work with the community and give back a piece of what they have learned – an inspiring sight to behold. Each year dozens of self-funded volunteers join founders Brigitte and Robert McKinnon on their annual expedition to Pucallpa. These volunteers bring with them their own

INTRODUCTION

skills, ideas, strengths, and purposes, but all come with a full heart and a desire to work with the community as part of the CAST (Construct A Structure Today) project. These volunteers have the chance to see the Foundation's work growing before their very eyes, and feel the joy of seeing a community brimming with excitement as their bus returns to the Hub each year.

UPDATE FROM PUCALLPA: PATHWAY TO SUSTAINABILITY

Update from Pucallpa: Pathway to Sustainability

Each year the Foundation produces an update report to honor its commitment to ongoing evaluation and development. This report not only serves as an opportunity to inform donors and contributors of the work underway on the ground in Pucallpa, but also provides an opportunity for reflection on successes and areas for growth. The transition from infrastructure to programming can clearly be seen in Pucallpa. Programs and initiatives continue to be finessed, with increasing input from both community members and the missionaries that serve them. With basic needs on the way to being served, community members have the opportunity to expand their horizons and think deliberately about what they need moving forward. Entrepreneurship is evolving, a key indicator of the increasing sustainability of the Foundation's work. This section of the report will delve into the detail of 2019's key programs.

INFANT AND YOUTH PROGRAMMING

Youth are at the forefront of the Foundation's work in Pucallpa, with the understanding that removing barriers to education and enhancing health are vital for sustainable development. This year, the Foundation was grateful to be a part of Scotiabank's vision for youth development through the power of play. Scotia Bank's One World Play project introduced an innovative, "unpoppable football" designed to withstand the most difficult terrain conditions of any geography. The first initiative brought 200 balls to schools serving more than 90 thousand children across Lima, Arequipa, Piura, Pucallpa, Junín, Lambayeque, La Libertad and Iquitos. Alongside the Foundation as partners in this vision are NGOs such as PLAN International, Care Peru, Creer Foundation, Kantaya and the Special Olympics. The symbol is designed to inspire youth from communities with limited resources to be bold and unstoppable in pursuit of their dreams.

"Together, with One World Play Project, Scotiabank is awakening the infinite potential of our children and youth through the power of play."

Ignacio Quintanilla, Senior Vice President and Retail Head of Scotiabank

Now in its second year of operation, the Foundation's day care center is fully functional and open five days per week. The education of infants and young children aged one to five is overseen by a professional teacher along with the help of a devoted child-care assistant. Programming is structured around the Scotiabank-PLAN book series, which includes manuals prepared for both children and teachers. Understanding the importance of play at this young age, the Foundation was pleased to oversee the construction of an outdoor playground, the first in the community. In 2020, the Foundation

UPDATE FROM PUCALLPA: PATHWAY TO SUSTAINABILITY

will be taking steps to providing the day care centre with internet and a television to allow for interactive and educational videos.

Children enrolled in the day care are closely monitored by the medical dispensary nurse for anemia and parasitic infection, both endemic to the area. This close connection allows infection to be treated early and avoid the cycle of reinfection, while enhancing the Foundation's ability to evaluate the impact and effectiveness of the day care in years to come and make changes as necessary to improve the services provided.



To supplement the locally provided primary education system, the Foundation provides an after-school program for school aged youth: the Comedore. The Comedore is fully funded through donations and provides the children with a balanced, healthy lunch. Every meal at the Comedore becomes an educational opportunity; various roles are assigned to the students - preparation of the room, tidying up, setting of tables, washing of dishes. Proper food disposal, sanitary guidelines and lessons on sharing enrich the student's time at the Comedore. A new pilot project has also been introduced this year in the form of the Saint-Francis community garden. Marie-Colette, our full-time representative on the ground, will teach children how to tend to a plot of land, cultivate healthy foods and open their minds to the world of nutrition.

Following discussion with parents and Comedore staff, it was established that math and communication skills were two areas of need for the children. Additional enrichment classes in these two subjects are now offered. Outside of this traditional academic enrichment, and in line with the desire to learn through play, dance, acting, and music lessons are now offered. The children are able to reconnect with their cultural heritage through learning traditional Peruvian dances, and the traditional costumes to accompany their plays are being provided by the women in our sewing program, just next door. Sister

UPDATE FROM PUCALLPA: PATHWAY TO SUSTAINABILITY

Marie-Colette has also established meetings with parents, much like parent-teacher conferences, so that parents are kept up to date and involved in their children's education and growth.



The “One School for All” program was the Foundation’s first initiative and the basis for the first pillar of the Pure Art vision. A program that began with the sponsorship of just two young children has now grown to annual sponsorship of over 300 school-age children and 34 university students. This year, one university graduate took the initiative to meet with the children every Friday in their after-school programs at the Comedore; a living testament to how circular the gift of education truly is. In October, standing beside her mother, she delivered a speech to the young students about the challenge and reward of committed perseverance.



UPDATE FROM PUCALLPA: PATHWAY TO SUSTAINABILITY

The commitment to their studies from both the students and their parents is clear to see. The Foundation recognizes it must be equally committed, especially as numbers continue to grow. The Foundation has learned firsthand how much of a commitment it is to oversee the education of a child from kindergarten into university, and as a result program coordinators are increasingly focused on ensuring that education programs have lasting impacts and are fiscally sustainable. In the future, any new sponsorship will be provided to children of Los Jardines or nearby communities, so that they and their families can benefit from the Hub's additional resources and the Foundation can better track and document their progress.

WOMEN EMPOWERMENT

While youth development is top of mind for the Foundation, empowerment of women continues to be one of the Foundation's most successful programs. The Sewing Initiative – a skills development program - empowers women to become self-sufficient through skilled handiwork and economic freedom. The Initiative runs daily and offers young women, often single mothers, the craftsmanship needed to find employment. It has always been the intention of the Foundation that the Sewing Initiative be a spark for innovation, and this year with the support of the Foundation seven women have launched their own mini-enterprise: Creación Arte de los Manos.



UPDATE FROM PUCALLPA: PATHWAY TO SUSTAINABILITY

The Foundation will continue to play a capacity-building role for these entrepreneurs, by helping make their new services more visible in the commerce sectors of Pucallpa. Through new technology support and continued literacy programs the women and Foundation can work together to create on-line platforms and in-person business cards to expand their reach. Already, their new logo has been designed and proudly introduced as an embroidered emblem on their latest creations.

In its second year running, the Pure Art sewing scholarship program has provided sewing machines to four women upon completion of their course. This reward program is based on the women's participation, attendance, and community spirit throughout their studies. One of these recipients is now running her business from her own home.



HEATH

With the Foundation's medical dispensary serving the primary care needs of the local community, new developments are underway. The dispensary will soon be joined by a new pharmacist, a graduate of the Foundation's university sponsorship program. Additionally, newly implemented this year has been the monthly visit from a volunteer obstetrician, who is addressing women's and mothers' health concerns. Pap smears are part of her evaluation, and the first case of cervical cancer has been identified and treated.

The dispensary's full-time nurse, Delicia, has also taken on the initiative to process all of the Hub's health-related data into a computer database in order to monitor patients more effectively and easily. This will greatly improve the Foundation's capacity for proper, more insightful impact assessments every year.

UPDATE FROM PUCALLPA: PATHWAY TO SUSTAINABILITY

SHELTER

Each year upwards of 60 volunteers join the Foundation for a week-long visit to Pucallpa and the Hub to construct new homes for the community, as part of the Foundation's Construct A Structure Today (CAST) program. The volunteers are self-funded and have often been involved in funding the construction as well. This year saw the construction of two new homes - "Casa Hudson #8" and "Casa Claire", for a total of 30 homes built to date.

In addition to these CAST homes, a generous individual donation allowed for the construction of three new classrooms in a local community school to directly facilitate the educational process of 75 students. Construction began in March, and during the founders' follow-up visit in November, they were able to observe the classrooms being fully functional. Creating spaces for education and stimulating young minds has become a focus for the Foundation's future projects as the it continues to better understand the real needs of the community and establish sustainable, long-term goals with the greatest impact.



UPDATE FROM PUCALLPA: PATHWAY TO SUSTAINABILITY

A SPOTLIGHT: SISTER MARIE-COLETTE & DR LUCAS

The work of the Foundation would not be possible without the commitment and dedication of so many individuals who work within the community each and every day. Just two of these individuals are Sister Marie-Colette, and Dr. Lucas.

Marie-Colette is a missionary who lives within the Hub of Hope, and acts as the Foundation's ever watchful presence over the Hub and the people it serves. Marie-Colette knows the Foundation's programs inside out, along with the children and families in the community, without her, the Hub would not be the same.

Dr. Lucas is a Tanzanian physician who has dedicated 30 years of his life to the service of the people of Pucallpa. In just one example, Dr. Lucas' help was fundamental for getting Luis, highlighted in last year's report, the treatment he needed to fight leprosy.

We thank you!



A LOOK AHEAD: 2020 VISION

A Look Ahead: 2020 Vision

The Foundation continues to be driven by its mission to promote sustainable development for marginalized communities, with a focus on youth and empowerment of women. Looking ahead to 2020, the Foundation envisions its engagement with Los Jardines to continue to grow in strength and for the community's voice to play an ever-increasing role. Understanding the changing needs of the community and the continuing to strive towards sustainability, the Foundation has established the following objectives for 2020 and beyond:

GROWING YOUTH PROGRAMMING

The Comedore after-school initiative has gone from strength to strength since its implementation at the Hub of Hope. Students attend daily and are benefiting from the additional support and encouragement from teachers and mentors. The additional resource that the Comedore serves to parents, as an educational resource and source of advice, should also not go unnoticed. Leaders on site have recommended extending the Comedore program to 5 days per week so that additional children can be served - including the provision of lunch, which is not guaranteed when the children are at home.



Marie-Colette, highlighted above, is a key source of regular feedback for the Foundation and she is particularly passionate about the Foundation's work with children. One project Marie-Colette has taken ownership of is the Saint-Francis garden, which she plans to expand in the coming year. Garden-based learning (GBL) has become well established as an effective education tool in development settings. Gardens raise awareness of healthy eating, they change the culture of food by redirecting families away from increasingly available high-fat, high-salt, fast-food alternatives, they improve attitudes

A LOOK AHEAD: 2020 VISION

towards the environment, and they help address community hunger. In the Hub, the garden has already proven an invaluable resource for hands-on education on nutrition for both children and parents. The Foundation hopes that through the expansion of this program, the lack of awareness surrounding proper food handling and preparation can begin to be addressed, an avenue that has been difficult to tackle in the past.



WOMEN'S ENTERPRISE – ADAPTING AND EVOLVING

The sewing initiative is one of the Foundation's earliest and most important initiatives, providing an avenue for women to develop self-sustaining skills and build a brighter, more sustainable future. As the program has developed, changes have been made along the way, from curriculum development to teacher hiring decisions. In the coming year, additional changes are needed, some of which may appear straightforward, but will have a significant impact on productivity. These include improvements to lighting - as the women's skills develop, so do their abilities to undertake more detailed and intimate work. The current lighting is insufficient for the task and must be improved. Similarly, the training sewing machines are not suitable for all types of products, especially if the end goal is retail quality. The Foundation has already invested in two industry standard sewing machines but purchase of an additional machine and an ironing press is needed to fulfill the needs of the increasingly skilled women. It has also been brought to the Foundation's attention that many of the women need prescription glasses, something the Foundation is working to address.

With the success of a recent Pure Art Soap Campaign, four women have been selected to be taught a new skill: making homemade soap. A workshop will be held in March, during the Foundation's annual

A LOOK AHEAD: 2020 VISION

volunteer trip. Once the skills have been introduced, the women will have the option of pursuing this new skill under the guidance of a Canadian volunteer. At the moment, a goal for this continued campaign is to eventually introduce soaps made in the Hub to hotel chains across Peru, broadening the women's retail market and their visibility.

EXPANSION OF OPERATIONS – LEARNING FROM A DECADE OF EXPERIENCE

Having been a constant supporting presence for the people of Los Jardines and the broader Manantay, the Foundations' reach is continuously growing. The Hub of Hope is now a well-established focal point for community assistance, and its services are frequently and thoroughly utilized. As the name of the Foundation spreads beyond the vicinity of the Hub, there are calls for replication and expansion by the community. Such an endeavor not only requires additional funding, but careful consideration. The Foundation has benefited over the past decade from careful annual reviews of their projects, which is proving instrumental now that implementation and durability of programs become the primary area of focus, as much of the immediate construction needs have been met. This review places the Foundation in a strong position of knowing what works and what doesn't as it moves forward. The Foundation is in a position to reflect on lessons learned from the last 12 years and ensure new projects are implemented to maximize sustainability and community ownership.

Two key projects will begin in 2020:

1. Expansion of the Foundation's programs is only possible with acquisition of new lands adjacent to the Hub. This additional space will allow the much-needed growth of youth and education programs. When discussing with the community which programs were most needed, the desire for a common meeting place or recreation centre was identified. These new lots will provide an ideal location for such a recreational centre for children and families. In support of the Love of Learning Initiative, plans for a library are already in process. A play area for children and expansion of our garden-based learning (GBL) are also important parts of our 2020 Vision.
2. Creating spaces for education and stimulating young minds has become a growing focus for the Foundation's future projects. Conversations are currently underway for a future development in a new area within the vicinity of the Hub, which will allow additional youth-focused programming.

TARGETING HEALTH NEEDS

Following extensive interviews on-site, the Foundation has learned that there is more to be done to improve on the lack of continuity of care for patients at the Hub. The Foundation plans to focus on more targeted interventions that can improve long term outcome for families relying on the Hub for

A LOOK AHEAD: 2020 VISION

care. This includes ensuring that the right medications are procured locally for specific patients, and not rely on general health kits received from other sources that may not be as pertinent to needs identified at the clinic. Access to four years of data, collected by the staff at the clinic, means that the Foundation has a much more thorough understanding of the health and needs of the community and can supply appropriate locally-sourced medications or direct staff towards available local resources and bulk supply, offering efficient and often more economical solutions.

Maternal health has been raised as a key area for additional resources. The Hub now has access to an obstetrician, who visits the Hub once a month when there are a minimum of five women in need of



attention. To supplement this in 2020 the founders will be coordinating with four university professors to help structure a maternal health program.

CONCLUSION

Conclusion

This report highlights the continuous efforts to grow programs, combat challenges, and to address the needs of a developing community, Los Jardines. The Foundation maintains its commitment to its donors, contributors, and volunteers to approach this work with a critical eye, a focus on sustainability, and the flexibility to adapt. Annual reviews of the Foundation's work continue to play an important role in guiding future directions, while reflecting on and celebrating successes. 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 its members every day, particularly its youth. The Foundation hopes to continue to empower the families of Los Jardines to be the leaders in their own futures.

