



PURE ART FOUNDATION

2017 UPDATE

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

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EXECUTIVE SUMMARY



Executive Summary

2016 EVALUATION

In July 2016 the Pure Art Foundation’s initiatives in Pucallpa, Peru, underwent evaluation to assess the impact of the \$50,000 grant received from Scotiabank in 2014. The evaluation concluded that the Foundation had successfully implemented their grant objectives, with the efficient allocation of funding towards the “Hub of Hope” and a new Sewing Initiative. Several recommendations for future objectives were also made for the Foundation. These included continued support of the women’s sewing initiative to ensure sustained success, progress and empowerment; development of an infant nutrition program to address immediate basic health and education needs; and provision of a day-care/leadership program for the children of mother’s enrolled in the sewing initiative in collaboration with local youth. Alongside these recommendations the need for a clear structure for further and continued assessment, the need for regular and improved communication with all involved parties was acknowledged.

2017 HIGHLIGHTS

This year marked the 10-year anniversary of the Pure Art Foundation and a time of celebration and reflection. Expansion of the Hub of Hope to include a much sought-after day care center began in March 2017. The day-care will provide child care of 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

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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 will narrow its focus infants (0-4 years) who are often overlooked by governmental initiatives, centralizing the campaign at community centres such as the Hub of Hope, ultimately breaking the cycle of infection and re-infection.

LOOKING AHEAD

To continue to progress the mission of sustainable development for marginalized communities, the Foundation will focus on the following objectives over the next 5 years:

- A. **S.T.O.P Initiative (Support Treatment Of Parasites)**
- B. **Collaborative Sewing Initiative-Artisan project**
- C. **Opening and operation of the day-care facility**
- D. **Continued assessment of Foundation initiatives and areas for growth**
- E. **Maintain and grow funding sources**

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INTRODUCTION

Introduction



TEN YEARS OF PURE ART

The first roots of the Pure Art Foundation were established when Founders Brigitte and Robert McKinnon and their sons embarked on a humanitarian trip to Pucallpa, Peru to connect with two young girls they had sponsored to attend school. The family quickly recognized a community in dire need of help, limited by a lack of access to education, housing, and healthcare, and decided there had to be more they could do to help. Their solution came through the creation of the Pure Art Foundation, a registered Canadian charity, that would work to empower this community through health & education programs.

The 10th anniversary of the Pure Art Foundation brought a time for celebration of achievements, learning lessons from the past, and a chance to look ahead at the years to come. Over the past decade, the Foundation has achieved remarkable feats within the community of the Manantay District in Pucallpa, Peru.

Their projects have included empowering female entrepreneurship, providing vital front-line health care, constructing fresh water wells, building homes, enabling children to access public education, and offering employment to local construction workers.

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-  **6 WELLS**
 -  **29 HOMES**
 -  **300 STUDENTS**
 -  **3 MEDICAL DISPENSARIES**
 -  **3 SEWING CENTRES**
 -  **1 ARTISAN CO-OP**
 -  **1 MOBILE CLINIC**
 -  **1 EDUCATIONAL CENTRE**
-

INTRODUCTION

Individual donor contributions have always been a vital element to the ongoing sustainability of the Foundation. These donations include the sponsorship of over 300 schoolchildren, and more recently 11 university students. In March this year, Founders Brigitte and Robert McKinnon were accompanied on their annual expedition to Pucallpa by the Foundation's largest group of volunteers yet, amounting to over 50 individuals from 18 to 80. The presence of this group was significant not just because it enabled the construction of another two homes for the C.A.S.T. (Construct A Structure Today) project, but it gave the participants (who all paid for their own travel and stay in Pucallpa) an insight into the lives of the families and communities served by the Foundation. By enabling them to be actively involved in Pure Art projects on the ground helps to solidify the Foundation's 'at-home' support.



The volunteer team was also joined this year by the Five Knights Productions film crew, lead by the McKinnon's eldest son Sebastian. The film crew spent the week conducting interviews with people connected in various ways to the Foundation's work in Peru, including recipients of a Pure Art home under the C.A.S.T. program, and local Artisans whose products are sold in the Pure Art Boutique in Hudson, Quebec, Canada. The crew used a range of innovative technologies to capture the dynamic landscape, and gather material to produce a documentary in celebration of the Foundation's anniversary.

INTRODUCTION



Previous features produced by the Five Knights can be found on the Pure Art website, and playing in the Pure Art boutique to bring a taste of the charity's work to Hudson in Canada.

Update from Pucallpa: Progress to Date

The 2016 evaluation of the Foundation's initiatives was carried out in collaboration with graduate student researchers at the University of Southern California (USC), Los Angeles. The evaluation involved a comprehensive period of interviews, documentation, and assessment of both current projects and future anticipated needs. The evaluation report 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 2017, progress towards these recommendations and new objectives was measured, specifically regarding the continued support of the women's sewing initiative to ensure sustained success, progress and empowerment, and addressing immediate basic health and education needs of infants and young children.

DAY CARE FACILITY

At the time of the 2016 evaluation it was established that all but one of the women enrolled in the Sewing initiative came from multiple-child families, with 16 of the 30 women having one or more children under the age of five. The relevance of this to the functioning of the program quickly became evident, as the majority of women brought their children to the centre, having no one else at home to care for them.



Development cannot happen in a vacuum. It was clear that these women had a strong desire to succeed, develop their own businesses, and support their families. But, these desires were being hindered by a lack of alternative arrangement options for their children while they learned and worked, and the need to pay attention to the children throughout the day which slowed down

UPDATE FROM PUCALLPA: PROGRESS TO DATE

their learning process. The women also expressed a desire to have their children doing something more productive with their time.

The Foundation acted quickly upon the evaluation recommendations, and established that a day-care facility would provide not only a safe and nurturing environment for children while their mothers are learning skills in the Sewing Initiative. (Program recognized by CEPTRON – a recognized Peruvian skills training institute which certifies graduates allowing them to find jobs and support their families) This also provides an early supplementary education opportunity for these young children during the 4 hours their mothers are engaged. Note that a program has been initiated for children already enrolled in school (Comedor) with the potential of providing further afterschool education and leadership programs ensuring a nurturing and productive use of afterschool hours. Activities include nutritional lunch and healthy living exercises and assistance with homework.

For those children 5 years and over who are already enrolled in school, the education centre would have the potential of providing an additional afterschool education and leadership program, allowing these children to remain in a productive and nourishing environment during afterschool hours.

During the 2017 visit the first stone of the day-care facility was laid, with plans to complete construction by summer of 2018. Funding for the facility was collected through a combination of online donations through a special targeted campaign, and through general donations. The new facility will be located in the Hub of Hope, to allow for close proximity to the Sewing Initiative and access to washing and restrooms facilities.

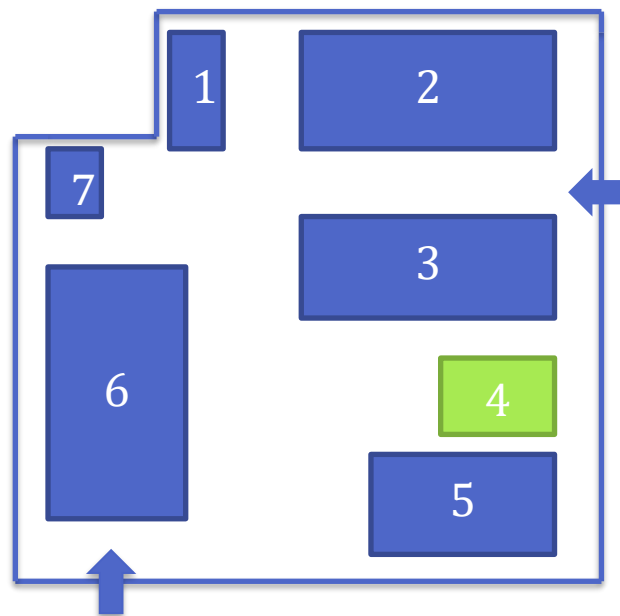
With over 42 women now enrolled in the sewing program with an estimated 50 children under the age of 4, the immediate needs of families can begin to be met in this striving community, and it is only the beginning.

The necessity for enhanced security (especially with a new day care facility) became an immediate need and will be met by the construction of a brick wall, surrounding the entire hub.

Support for the creation of the Pure Art Hub of Hope wall will come from general donations by local Canadian supporters and friends of Pure Art.

Construction of a protective wall was planned to begin with experienced local works in November of 2017.

UPDATE FROM PUCALLPA: PROGRESS TO DATE



The Hub of Hope structural outline. 1 = toilets and washing facilities, 2 = medical dispensary, 3 = sewing centre, 4 = new day-care facility, 5 = guardhouse, 6 = education centre, 7 = well and septic tank. Arrows indicate entrance/exits. Illustration is not to scale.

TREATING PARASITIC INFECTIONS

Extensive interviews were carried out in 2016 with the missionaries responsible for the Hub of Hope's medical dispensary, to evaluate the health needs of the local people. A clear lack of awareness of good nutrition practices in the community was reported. This was particularly evident for infants and pregnant women. Primary health concerns amongst the residents of Manantay include anemia, parasitic infections, and sexually transmitted infections. Each of which is readily alleviated through increased education, awareness and access to basic healthcare interventions at the Pure Art Hub medical dispensary. The 2016 report highlighted an immediate need for education on safe food preparation practices and the nutritional needs of children and infants, as both are important factors in development of anemia and intestinal parasitic infection.

UPDATE FROM PUCALLPA: PROGRESS TO DATE

In March 2017, the Foundation implemented the S.T.O.P initiative. As part of Pure Art Foundation's commitment to providing sustainable health and education to as many children as possible in the Manantay slum, S.T.O.P. Peru will oversee and provide the continuous treatment of parasitic infections in the children from the catch basin of the Manantay slums. The initiative is spearheaded by Pure Art volunteer René Paulussen, Managing Director of Mondial Diagnostics, a not-for-profit foundation, developing diagnostic tests for poverty-related illnesses.

Intestinal Parasitic infections are endemic to warm climate regions, with poor sanitary conditions. The parasites are readily transmitted from the soil, through bare hands and feet, into the body, and after maturation their eggs are excreted for the cycle to begin again. The infection causes malnutrition, anemia and chronic fatigue, which is detrimental to physical and mental development and hinders progress of the children in school. but can hinder progress of children in school. Treatment must occur bi-annually, as recommended by the WHO, to assert stable health and to minimize the effects of which is inevitable under the poor sanitary conditions. Centralizing the campaign at a community centre such as the Hub of Hope allows an optimal outreach to the target population, and facilitates oversight.



Plan is to identify needs through an official questionnaire sent to all of the women, asking basic questions.

E.g., How many children under 5 in your household? Families will be invited to information sessions and taught the importance of maintaining a "Health Passport" for their infants. Each booklet will have a photo of the child and summarize their history of vaccines etc. Once in place Pure Art will also sent reminder notices to the families every 6 months.

A LOOK AHEAD: OBJECTIVES FOR 2018 AND BEYOND

A Look Ahead: Objectives for 2018 and Beyond

The Foundation is driven by its mission to promote sustainable development for marginalized communities, and has established the following objectives for 2018 and beyond.

S.T.O.P INITIATIVE

In March 2017 a one-time event to distribute treatment of parasitic worm infections was held at the Hub, providing valuable insights, among which was the assertion by the participating physicians that virtually 100% of the children were anemic and suffered from worm infections.

In the summer of 2017 the Peruvian government initiated a 5-year plan for the treatment of anemia and the underlying intestinal parasite infection in children. The program was rolled out primarily through schools but is not reaching the entire population. In marginalized areas such as the Manantay slums especially pre-school age children (0-4) and children not enrolled in school (estimated to account for 10-15 % of the children aged 5-15 are not being reached. In response to this the Pure Art Foundation plans to initiate a bi-annual treatment program that will focus specifically on pre-school age children. The program will start with children of the women enrolled in the Sewing Initiative in the Day Care Centre, and expand from there.

PHASE 1: Identify initial target group through questionnaires with mothers in the Sewing Initiative, November 2017

PHASE 2: Return to slums in March of 2018 with programming for “Education Night” and information campaign increasing awareness on infant nutrition (educational booklets, posters, individual health ‘passports’ etc.

PHASE 3: Evaluation after 12 months (March 2019) on return visit, and continue implementation and monitoring of impact.

To sustain this program on the scale needed to be fully effective, additional funding is required. Strong support from Scotiabank for especially the youth and nutrition –focused Pure Art projects will greatly enhance the Foundation’s ability to support further infra-structure development by ensuring costs of programming are covered in order to maintain and strengthen Hub activities in the years to follow. Scotiabank’s earlier funding of such programs as the women’s sewing initiative have now created a strong platform for integrated youth programming . There is a clear need for on-going support of the youth segment, to strengthen families in the community and aid this next generation’s rise from poverty.

A LOOK AHEAD: OBJECTIVES FOR 2018 AND BEYOND

SEWING INITIATIVE-ARTISAN COLLABORATION

The Foundation works in collaboration with the Pure Art Boutique, a non-profit store and recognized Fair Trade Federation member in Canada. All profits from the Pure Art Boutique goes directly towards funding the Foundation's projects and initiatives and covers the Foundations administrative and overhead expenses. The Boutique provides an avenue for fair trade and sustainable development into the communities served by the Foundation and is member of the Fair Trade Federation (FTF) and World Fair Trade Organization (WFTO) member. Discussions are currently underway to develop an initiative between the Artisans of the Shipibo Tribe and the women enrolled in the Pure Art Sewing Initiative, in Pucallpa. Through this initiative, the women will work together to produce items which will be sold in the Boutique in Canada.

DAY CARE FACILITY OPENING AND OPERATION

Progress Update for the new Day Care facility encompasses to phases. The objective is to initially enable over 40 local women in the Hub to safely leave their children with trained staff while they engage in the sewing initiative program in close proximity. Programing to include infant nutrition

Phase 1- Construction of a protective wall enclosure around the entire periphery of the Hub

Phase 2-March 18- Lay the Foundation and construct the roof and complete by Spring 2018

NUTRITION

The combination of the new S.T.O.P initiative and the day-care facility and the Comedor after-school program provide the ideal basis for promoting good nutrition and health practices for infants and children, which will also become part of the after-school program. Good nutrition is vital to ongoing health and development, and a lack of understanding about food preparation and nutritional needs is a major contributor to the development of anemia and intestinal parasitic infections.

ASSESSMENT AND REPORTING

The 2016 evaluation provided valuable insight into the success of the Foundation's programming, and a new perspective into areas of future need. It is important that such evaluations are able to

A LOOK AHEAD: OBJECTIVES FOR 2018 AND BEYOND

occur on an annual basis, particularly as the Foundation's Headquarters are remote from the daily operations of the projects. The Foundation has now established a relationship with the University of Southern California, which both parties are eager to maintain. Similar relationships could be developed with universities and organizations local to the Foundation's Headquarters in Canada, and help to strengthen the organizations ongoing evaluation practices.

MAINTAIN AND GROW FUNDING SOURCES

Based on past success in the Hub of Hope, Pure Art Foundation will submit an application to Scotiabank, for a 3-year funding request for programming.

COMMUNICATION

As was reported in 2016 another vital component for continued success of Pure Art's work in Pucallpa is ensuring that channels of communication are open and frequently used. Due to the difference in national language between Canada and Peru, this communication process would be greatly aided by employment of a bilingual Spanish-English speaker on a (part-time) consulting basis. This will enhance communication capacity, both with the projects on the ground and between Pure Art and facilitate the Foundation's communication with Scotiabank and it's employees.

Communication could also be enhanced within projects on-site. Increased collaboration between missionary workers living adjacent to the Hub of Hope and local youth could provide an avenue to promote responsibility, accountability and community engagement. This would be in keeping with the Foundation's mission to create sustainable communities, by empowering individuals to evoke change from the ground upwards.

CONCLUSION

Conclusion

The 2016 evaluation process brought to light new challenges for the future, and provided the Foundation with further insight into the day-to-day functioning of their projects. Since this evaluation significant progress has been made in a short space of time, which points to the proactive nature of the Foundation and its supporters. It is our hope that through an enhanced focus and improved channels of monitoring and communication, the Foundation's work can continue to help the communities of Pucallpa to grow and influence their own development in an ever-positive way.