



PURE ART FOUNDATION

2021 UPDATE

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

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PURE ART FOUNDATION

EXECUTIVE SUMMARY

Executive Summary

PANDEMICS AND PERSEVERANCE

As outlined in the Pure Art Foundation's [2020 Impact Report](#), the focus for 2021 was to continue and expand upon the Foundation's partnership with Scotiabank, through the new [ScotiaRISE program](#), working together to uplift communities at such a globally critical time. The COVID-19 pandemic had a significant impact on the communities of Manantay, Pucallpa, creating the need to address both immediate and long-term challenges.

Over the past year, the Foundation has worked alongside the community to solidify their focus on education, youth programming, women empowerment, and access to health for all. The pandemic has seen the closure of classrooms across the globe, with a shift to distance-learning, followed by a slow return to in-person instruction. Pucallpa is no exception to this with 2021 marking the second distance-learning school year for many children.

The need for consistent and reliable internet access became even more pressing over the past two years. The Foundation was fortunate to secure a partnership with Peruvian cell company Bitel to provide a cell phone and data plan for each family at the Foundation's annual school registration night. Additional donations and grant funding from Scotiabank allowed a total of 200 smartphones to be distributed. This mobile internet access was supplemented by the addition of high-speed internet at the Hub of Hope, allowing university students to continue their studies online.

Mid-way through the year the Lightkeeper Daycare reopened, along with the Hub's after school program, the Commedore. A new initiative – the Mango Program – was also launched, focusing on afterschool support for 23 students in grades 1 and 2, filling a much-needed care gap. Each of these steps were vital in the gradual return to a semblance of normalcy for children and families of Manantay.

Health has, of course, been top of mind for everyone at the Foundation and for Foundation staff working on the ground at the Hub of Hope in Pucallpa. Alongside COVID-19, an outbreak of dengue fever posed an additional challenge to staff at the Hub of Hope.

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Fortunately, the Hub's medical dispensary was able to remain open throughout the year, with full-time nursing staff providing vital front-line medication and diagnostics.

LOOKING AHEAD

To continue to progress the mission of sustainable development for marginalized communities, the Foundation will focus on two key objectives in 2022. Each of these focus areas will build upon the Foundation's existing programs, but with a specific focus on sustainable development and community empowerment. The COVID-19 pandemic has heightened the need for self-sustainability and the importance of education in development.

1. Promoting high-school graduation and supporting post-secondary access
2. Opening access to career advancement

With future travel still uncertain, the day-to-day work of the Foundation will continue under the trained eye of Foundation representatives at the Hub of Hope. These dedicated individuals allow the Foundation's programs to run smoothly, while also communicating additional needs to the Foundation HQ in Canada as they arise.

*Through teaching, support, and knowledge we
provide tools and resources in fostering a solid
community.*

*Through teamwork and cooperation, we empower
families to become active community members.*

*Through caring, love, and compassion, families feel
encouraged and motivated to lead a healthy and
productive future.*

Ellie Lawther, MPP
Consultant
March 2021

INTRODUCTION

Introduction

The Universal Declaration of human rights recognizes that “*the inherent dignity and... equal and inalienable rights of all members of the human family is the foundation of freedom, justice and peace in the world.*” For too long, too many have gone without the protection of these rights.

Pucallpa, Peru is a rapidly growing frontier city in the Amazon where the basic rights to health, shelter, and education are severely lacking. Knowing how fundamental these rights are to human dignity, the Pure Art Foundation decided to advocate on behalf of those who had been overlooked by their own governments and larger international organizations. Health, shelter, and education became the blueprint for change, a safety net below which no human life should fall. Above all the Foundation wanted to ensure that the help brought to families was multidimensional, intergenerational, and sustainable.

In 2007, Brigitte and Robert McKinnon established the Pure Art Foundation, a registered Canadian charity with the vision to bring sustainable development to communities around the globe. The Foundation helps to shine a light on the challenges faced by these communities and brings hope of a brighter future with their presence and programming. Now 15 years later, what began as the efforts of one family to help another that crossed their path has become a multifaceted organization, offering empowerment to women entrepreneurs, access to vital front-line health care, and access to public education to name but a few of their vital initiatives.

One child, one home, one skill, and one recovery at a time the Pure Art Foundation is working to reverse the cycle of poverty. Building from the ground up for lasting change, it envisions a world where no one is left out, where everyone has a voice, and where every human being feels seen.

PILLARS OF CHANGE

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

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ultimate success of the Foundation's work will be judged not by how many homes 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.

The scale of the Foundation's work would not be possible without monetary donations, both at the individual and the corporate level. The Foundation has been fortunate to receive consistent support from Scotiabank through their corporate social responsibility (CSR) work, and most recently as part of their [ScotiaRISE](#) program. This support has helped the Foundation to focus its programming on community directed needs. With continued support through ScotiaRISE, the Foundation is confident in continued growth and strength for years to come.



Volunteers and individual donors are the heart of the Pure Art Foundation. Without them the Foundation's key pillars would not be as strong as they are today. It has become a tradition for increasing numbers of volunteers to join the Foundation on an [annual humanitarian expedition](#) to Pucallpa where they work alongside the local contractors to build new homes for the

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residents of the Manantay slums. This humanitarian trip helps to build connection and community between two globally distant groups of people. The friendships made, stories told, and memories built are long lasting.

With the restrictions of the COVID-19 pandemic, 2021 marked the first year where the annual visit to Pucallpa was not possible. However, the support of the would-be volunteers has not wavered. The Foundation is confident that as restrictions ease and travel becomes safe again, the annual trip can resume with a renewed appreciation for the impact of these programs and a determination to improve their outreach.



A YEAR IN REVIEW: STRENGTHS & CHALLENGES OF 2021

A Year in Review: Strengths & Challenges of 2021

2021 IN NUMBERS

Each year the reach of the Foundation's programming grows, bringing hope, dignity, and opportunity to the people of Manantay. The following section will discuss the Foundation's pillars of Education, Health, and Sustainability through empowerment in more detail.



EDUCATION & YOUTH

The shift to remote learning has been a challenge for schools, teachers, parents, and students around the world. This challenge is no more apparent than in Pucallpa, where educational access was limited even before the COVID-19 pandemic. Over the past decade, the Pure Art Foundation has sponsored hundreds of children to attend school in Pucallpa, through providing the funding required for school supplies and uniforms and coordinating enrollment into the Pure Art program through local volunteers. The Foundation has gradually added additional

A YEAR IN REVIEW: STRENGTHS & CHALLENGES OF 2021

educational supports in the form of after-school programming, a daycare facility, and scholarships for post-secondary education. A total of 14 Foundation coordinators in Pucallpa have proven an invaluable resource over the last two years, when the Foundation's annual visits have not been possible. Early on, the Foundation was alerted to the need for increased access to remote learning supports – in particular, reliable internet access, and mobile devices for students to engage with learning from home or from the Hub of Hope.

Discussion with Marie-Colette (one of the key coordinators between the Foundation in Canada and daily operations in Pucallpa), led the Foundation to partner with Peruvian cellular company Bitel, to provide one cell phone and data plan per family at the official school registration night. With the support of annual donations from [One School for All](#) sponsors, paired with additional funding and a special grant from Scotiabank, the Foundation was able to distribute nearly 200 smart phones with a 10-month internet package. A second phone was given to families of 4 children or more.

The purchase, distribution, and logistics behind this operation were led by Marie-Colette and only made possible through incredibly devoted Canadian program coordinators, conducting the project remotely. Monthly payments were overseen to ensure that all 200 phones remained connected to the internet without fault. While schools in Pucallpa partly reopened August 2021 through December 2021, the official date for a full reopening has not yet been established. Foundation coordinators continue to support and follow the students' progress through this challenging time.



A YEAR IN REVIEW: STRENGTHS & CHALLENGES OF 2021

The Hub of Hope has undergone renovations to ensure compliance with COVID-19 regulations and sanitation guidelines. Thanks to the Peruvian C.A.S.T. team, major ventilation improvements and hand-washing stations placed throughout the centre allow the Hub to provide a sanitary environment for the children and the community, though capacity remains limited. In addition to these COVID-19 renovations, Hub has seen the transformation of a storage space into a computer and study room for students, alongside the construction of an internet tower to provide high-speed internet access within the Hub's grounds. The computer room contains 4 computers, a printer, and high-speed internet access, and can be used by students free of charge.

These renovations, alongside a gradual decline in COVID-19 cases, has allowed the resumption of the Foundation's after-school programs, providing students with homework assistance, cultural activities, and hot meals. For now, the capacity remains limited to 50 students, but should increase as government restrictions continue to ease.

In parallel to these developments, the Foundation launched its newest initiative – the Mango Program – after discussion with mothers at the Hub who expressed the existence of care gap for children in grades 1 and 2. This particular age group had previously found itself in-between the services offered by the daycare and Commedore programs. Now, the Mango Program specifically addresses the afterschool needs of these children, offering weekly focus groups on health, math, language, art and spiritual life.



A YEAR IN REVIEW: STRENGTHS & CHALLENGES OF 2021

WOMEN EMPOWERMENT

In a response to reduced COVID-19 numbers and the renovations discussed above, on July 5th, the Lightkeeper Daycare reopened its doors. The majority of children enrolled in the daycare are children of the seamstresses enrolled in the Foundation's Sewing Initiative. These women are now able to resume their own education, with the confidence of knowing that their youngest are benefitting from a level of early education that most children in Pucallpa are not exposed to.

The Sewing Initiative currently enrolls approximately 32 women, who in a normal year would regularly come to the Hub of Hope for training and workshops. This capacity had been reduced during the pandemic to respect the strict social distancing regulations that are in place.

As discussed in last year's Impact Report, 7 graduates of the Sewing Initiative have established a micro-enterprise: "[Creación Arte de las Manos](#)". This enterprise is evidence of sustainable development in action: skill development is leading to real and quantifiable income generation and self-sufficiency. The women have secured contracts with local businesses to provide logos, t-shirts, and other products, and they work together effectively to support each other and their peers in their skill development. Several women are utilizing sewing machines previously provided by the Foundation, from home, but more are needed in the future to allow the program to continue to expand.



A YEAR IN REVIEW: STRENGTHS & CHALLENGES OF 2021

HEALTH

While Peru remains heavily impacted by the pandemic, the Hub's medical dispensary has remained open throughout the past two years. The value of this program is apparent now more than ever. The pandemic led to the implementation of several new measures to reduce disease transmission and optimize the health of residents. The clinic educated community members on key sanitary guidelines, the importance of washing hands, and directed anyone showing COVID-19 symptoms to the hospital for a proper diagnosis.

The Foundation's full-time nurse, Maria (a university graduate and beneficiary of the One School for All program) has been indispensable. Alongside the challenges of the pandemic, an outbreak of dengue fever also manifested itself in Pucallpa in 2021. Dengue fever causes similar symptoms to COVID-19, and differentiation was vital to ensure proper treatment and recovery. The accessibility of the Hub's pharmacy eased the treatment of the outbreak, supporting continued health of the community.



THE PATH AHEAD: OBJECTIVES FOR 2022 AND BEYOND

The Path Ahead: Objectives for 2022 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 2022 and beyond:

1. Promoting high-school graduation and supporting access to post-secondary education
2. Opening access to career advancement

HIGH SCHOOL GRADUATION AND ACCESS TO POST-SECONDARY EDUCATION

There are four levels of activity in the complete education process in Pucallpa:

1. Elementary school
2. High school
3. Post-secondary (Community College / University)
4. Certification “Titulo” (described below)

The work of the Foundation makes it possible for children to complete all stages of this process and achieve their academic potential. One such student is Sesia, one of first children sponsored by the Foundation to attend school. Sesia is now a university graduate in nursing, having received a university scholarship and financial help for her titulo from the Foundation. Like many adults who grew up in the vicinity of the Hub of Hope, who have benefited from Pure Art Foundation programming, the desire to give back to the community is strong.



THE PATH AHEAD: OBJECTIVES FOR 2022 AND BEYOND

Sesia is one of a dozen such graduates who have now become responsible and engaged members of the community through continued support from the Foundation. The support required is three pronged: firstly, ensuring that students graduate high school, then increasing students' awareness of having post-secondary options, and finally providing financial sponsorships to cover the cost of university tuition.

University as a reality for children from Pucallpa is not just about access to education. Multiple programs run by the Foundation ranging from access to primary healthcare, high-speed internet connectivity, to supporting their parents' path to self-sustainability through career education programs all play important roles in ensuring these children are able to reach their full potential.

OPENING ACCESS TO CAREER ADVANCEMENT

The Foundation's One School for All program currently sponsors approximately 300 students, including approximately 35 students pursuing post-secondary studies. The most recent development in the One School for All program is the inception of the Titulo Fund. Students who graduate from university or a technical institute and are required to get a 'titulo' – essentially a title or permit which certifies that they have obtained their degree or equivalent. Obtaining this permit can be cost prohibitive, creating a barrier to work entry. To support students who have graduated with the help of Pure Art Foundation sponsorship, the Titulo Fund has been created to cover the cost of the titulo, provided that the graduate commits to supporting the Foundation in a mutually agreed upon contract between the Foundation and the graduate. The program will be overseen by Marie-Colette and includes a formal signed commitment to giving back to the Foundation.

The Sewing Initiative has been a foundational pillar for the Foundation since its inception. In Pucallpa, career advancement opportunities are limited. The Sewing Initiative not only provides hands-on skills trainings it also allows women and their families to gain confidence in their abilities and visualize a path forward. The Pure Art Foundation continues to partner with [Pure Art](#), a non-profit, Fair Trade Federation certified boutique in Quebec. The fair-trade store is an instrumental component of the Foundation's larger vision: to directly support cultural heritage of marginalized communities, generate employment prospects, and increase financial autonomy,

THE PATH AHEAD: OBJECTIVES FOR 2022 AND BEYOND

while broadening the market presence of artisans around the world. The boutique helps to support the Foundation's "100% model" whereby 100% of donations made are reinvested directly into the Foundation's programs.

With the Sewing Initiative's first micro-enterprise up and running, in the future the Foundation would like to see not only the provision of more sewing machines for Initiative enrollees and graduates, but an additional 2-3 industrial sewing machines for the women working from the Hub of Hope. This will require ongoing financial investment to ensure the machines remain well-maintained and functional. As additional women want to enroll in the program, future investment in infrastructure may be needed to support the physical growth of the program.

Similar to the Titulo Fund for graduating students, the Sewing Initiative graduates would also benefit from receiving official government certificates that recognize them as graduates of the program. This work is underway. Another exciting development for the Sewing Initiative is the prospect of sewing the uniforms for children in the One School for All program. The objective would be to start with up to 100 children in 2022 and expand production as capacity increases.

In 2022 the Foundation has set the target to:

- Support 40 students to graduate high school and explore post-secondary options
- Support 8 university or technical school graduates through the Titulo Fund
- Graduate 30 women through the Sewing Initiative over a period of three years

OTHER KEY INITIATIVES

While the initiatives described above will be a focal point for the Foundation for the next several years, several other initiatives are ongoing and worthy of mentioning here. Early 2022 saw the complete renovation of the San Martin medical clinic in Pucallpa. Built in 2014 in the memory of Dr. Peter Gruner, the clinic was the first infrastructure to be erected on an empty lot in a district of Pucallpa.

THE PATH AHEAD: OBJECTIVES FOR 2022 AND BEYOND

Today, this lot has transformed into the full Hub of Hope, and the clinic provides front-line health care to neighboring families. Thanks to generous donations, the clinic boasts a fully stocked pharmacy that provides first-line health care.



CONCLUSION

Conclusion

This report highlights the ongoing efforts to grow programs, combat challenges, and to address the needs of a developing community. 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 women and 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.



ACKNOWLEDGEMENTS

Acknowledgements

On behalf of the Pure Art Foundation Board, we extend our heartfelt thanks to all of our donors and corporate sponsors who allow us to continue our work of sustaining and expanding programs at the Pure Art Foundation Hub of Hope in Pucallpa, Peru. We are truly grateful.

Special thanks go to Scotiabank and the ScotiaRISE program, for their long-term support of targeted Pure Art Foundation initiatives in the communities of Pucallpa. Together we are helping disadvantaged families rise from poverty, through education and economic resilience. This continued collaborative effort in Latin America has helped our communities to push through the struggles of uncertainty and focus on investment in a brighter future ahead.

Gratitude must also be extended to the Foundation's key on-site staffer Marie-Colette and her unwavering dedication to the Hub of Hope and its programs that have helped uplift and nourish this community into health.



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