



# ANNUAL REPORT 2013



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## Message from the board president

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Dear friends,

In my role as Board President of HOOP (Helping Overcome Obstacles Peru), I am very pleased to update you all on HOOP's progress last year. 2013 was a year of strengthening HOOP's programs, building new relationships and new initiatives.

We have experienced growth in volunteer coordination, marketing, university collaboration, and private citizens' engagement. We also took significant steps forward for our future by finalizing a five year strategic plan that will help ensure continued sustainable growth for our NGO. In addition, we have registered ourselves as a charity in Peru and as a small charity in the United Kingdom.



We have utilized different fundraising initiatives and raised enough funds to run our English program, homework help and scholarship program successfully. As well as our fundraising achievements, we are extremely proud of the continuing work of our national and international volunteers. The results brought about by their hard-work, dedication and creative thinking are the reason we believe HOOP is so unique. All our volunteers have engaged positively with the Flora Tristan community through teaching English to the children and mothers in the community, assisting them with their school homework, and also providing them with moral support. As well as making a positive impact within Flora Tristan, all the volunteers have since expressed that, although sometimes challenging, their placements were invaluable to their personal and professional development.

I would also like to take this opportunity to recognize the hard work of the HOOP Board of Directors and the HOOP staff, who working hard in Arequipa day to day to make sure that all of our marketing, fundraising, project coordination, management and business development activities run smoothly on the ground.

Finally, a special thank you for all our friends, sponsors, volunteers, partners, alumni and supporters. Without you, HOOP could not continue its unique work. It has been an honour to be the president of HOOP this year and I am proud of everything we have achieved. I am sure there will be some challenges to face in the future, but with all support we have, I am very optimistic about the bright future ahead for the organisation.

Warmest regards,

Junior Larenas

## About HOOP

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Helping Overcome Obstacles Peru is a registered NGO located in Arequipa, Peru that works with the impoverished people in the community of Flora Tristan. Flora Tristan is a shanty town located on the outskirts of the city composed of haphazardly constructed shacks with a lack of basic services, such as running water, a sewage system or electricity. A quantitative study we conducted in late 2012 shows that of the 250 families that live in the community 100% have migrated there from the countryside in search for a better life. 55.5% of the mothers remain unemployed though and the average monthly income of most families is less than US\$ 300, which makes 100% of the families poor or very poor according to the official Peruvian Government poverty ranking.

Only 46.6% of the mothers have primary education and to ensure that they can advance their education and that their children will receive at least secondary education, HOOP Peru is fully committed to breaking the cycle of poverty by empowering the Flora Tristan families through enhancing their education. Our current priorities are developing the Flora Tristan community, and ensuring strategic educational programs through which people of all ages can advance their education, health, self-confidence and better their quality of life. The HOOP Flora Tristan School was established in 2008 and has since seen enrolment increase to over 125 students and 30 participating parents.

HOOP has a growing global presence through: [HOOP Austria](#), [HOOP Australia](#), [HOOP Canada](#), HOOP Czech Republic, [HOOP UK](#), [HOOP USA](#), and [HOOP Taiwan](#).

### **Vision Statement**

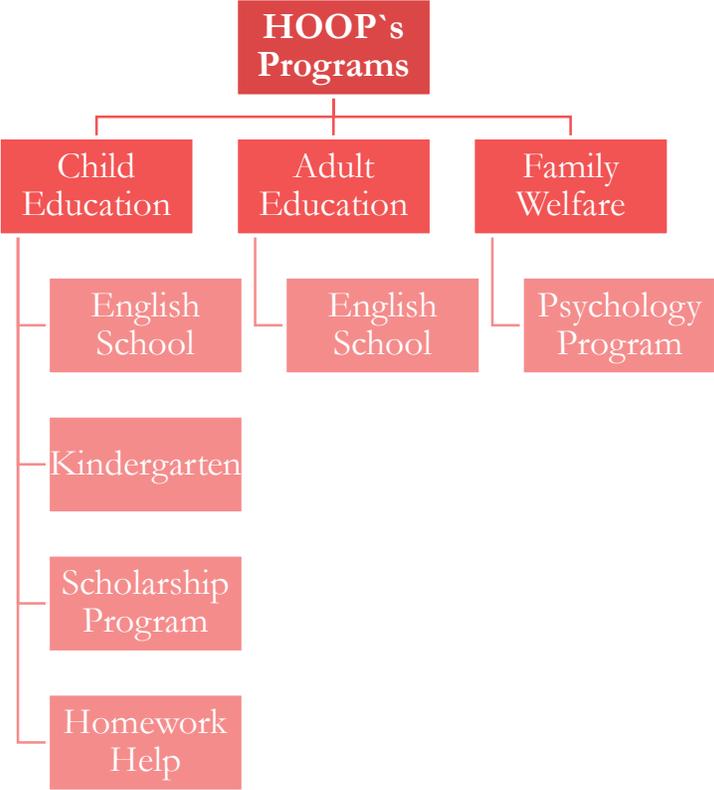
HOOP's vision is to break the cycle of poverty in the Flora Tristan community.

### **Mission Statement**

HOOP Peru is a non-profit organization enhancing the education of disadvantaged children and their families in the Flora Tristan community.

# Our programs

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## CHILD EDUCATION

### English school

The English program is free for any student who wants to attend in the area of Flora Tristan and other surrounding areas. Currently, our school educates around 80 students on a weekly basis in our English program. However, our attendance is rapidly increasing each month. In 2013 we taught 260 hours of English to 80 students.

### Homework help

The homework help program was implemented in order to offer our children more support with their education after school. After the students finish their HOOP English lessons, our bilingual Spanish-English teachers together with our local volunteers run homework help sessions that are open to any students who require assistance with their school work. The program has become a very valuable part of our after school program and is always in high demand with up to 18 students per session.

### Kindergarten

In 2013 we averaged around 15 toddlers ranging from ages 1 and 5 years old. The kindergarten encourages early childhood development by providing children with various educational activities. The children work on many areas of their development including on improving their comprehension and communication skills.

Moreover, the kids stimulate their thinking process through the recognition of various objects, shapes, animals, letters and colors. The kindergarten encourages learning growth and early development in a fun and interactive way.

### **Scholarship program**

Through an application process we chose one Flora Tristan Student each year to join the program. Sponsors pay all fees including the school uniform, books and administrative costs for the kids, while HOOP volunteers help them with their homework and prepare them for exams.

In 2013, we had two students Brigitte Minaya Araujo and Elizabeth Miriam Huanque Tito that were sponsored by the program and attended the private Vencedor Secondary School. Both were selected for their outstanding academic performance and are currently second best in their grade.

## **ADULT EDUCATION**

### **English School**

In 2013, as requested by numerous mothers, we launched parents' English classes on Tuesdays and Thursdays. The attendance of the classes started out slowly at the beginning but in the last month of 2013 we regularly had up to 20 mothers and one father attend the classes. We taught 60 hours of English classes to the mothers. The mothers were all really satisfied with the classes and all want us to continue them in 2014.

## **FAMILY WELFARE**

### **Psychology program**

Monthly workshops are held at HOOP Flora Tristan School by practicing student psychologists. The workshops address a variety of issues such as relationships, health and raising children. The main focus of these workshops is to help the parents develop social skills and teach them how to positively discipline their children and increase their personal self-esteem.

## Major achievements

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- 1) HOOP officially opened an office in central Arequipa only one block from Plaza de Armas. The office has allowed us to attract additional interest from locals and tourists, and to offer a space to the volunteers to plan their lessons and help with office work.
- 2) The development of a five year strategic plan will enable HOOP Peru in becoming fully registered and receiving all the benefits through APCI and the SUNAT that are available to us.
- 3) HOOP Peru obtained over 1000 likes on Facebook and started a Twitter page to promote our work more internationally. We also redesigned our website and took a huge step forward in promoting HOOP on the internet.
- 4) In 2013 HOOP had several successful fundraisers with different businesses around. This enabled us to develop strong partnerships with local businesses and also raise awareness about HOOP with local and international clientele
- 5) In 2013 we focused a lot on setting up agreements with universities worldwide. We were successful in speaking with the University of Nottingham, University of Portsmouth in the United Kingdom and the College of the Rockies in Canada. We have received volunteers from all these Universities and hope to expand our partnership with them in 2014.
- 6) We hired our first staff members to get operations off the ground and ensure a smooth running of the office.
- 7) 2013 saw us having more long term volunteers due to an increased marketing effort and we also had a sufficient number of volunteers to keep the school running effectively.
- 8) We also started to involve the mothers of our students more to provide them with a sense of ownership and offer them valuable leadership skills. As a result the mothers started attending our monthly parents meetings more regularly and also organized their first fundraiser for HOOP.
- 9) We conducted a domestic violence and high risk survey with 70 adults and 70 students.

# Financial report

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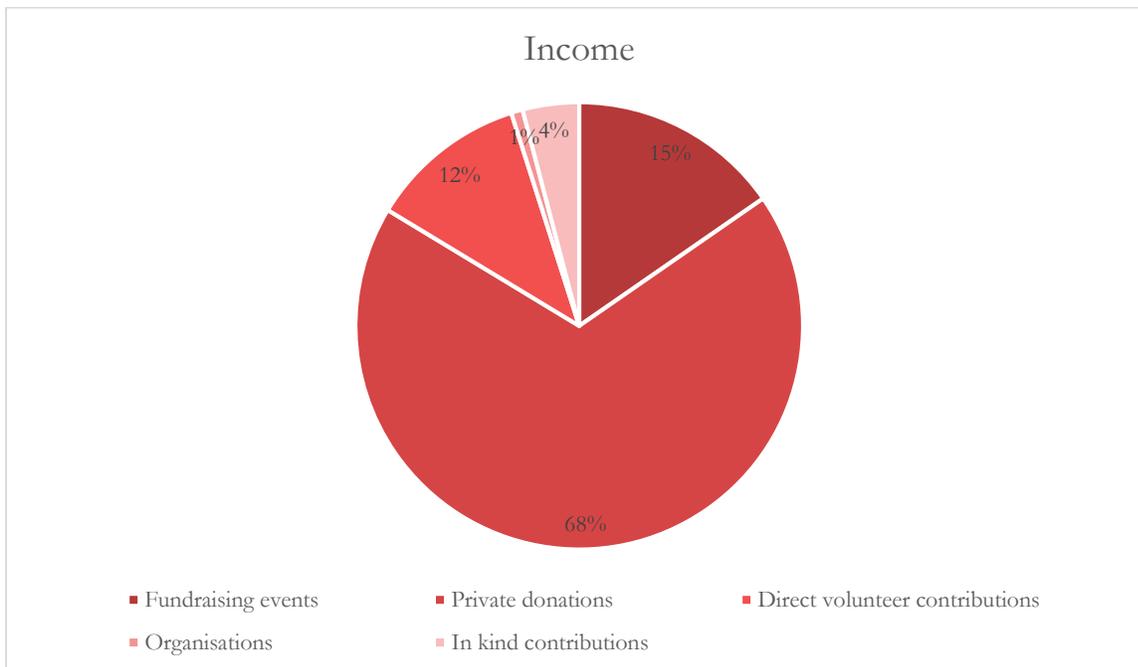
## Income

HOOP Peru's total income for the 2013 fiscal year was US\$ 47,039.71 with an expenditure of US\$ 21,878.62. This left HOOP with a net benefit of \$US 25,161.09 which will be carried on to 2014.

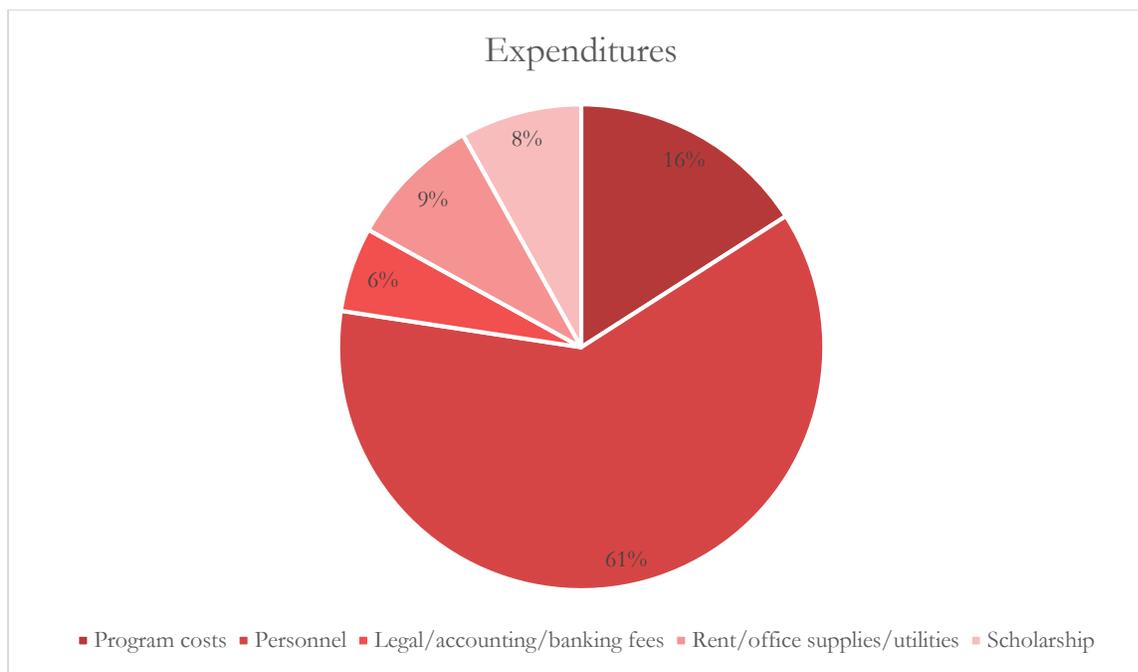
HOOP continues to try to diversify its funding through fundraising events, private donations, Spanish school commission fees and volunteer fees. Our total income from fundraising in 2013 was US\$ 7527.93, from private donations was US\$ 33,500.92, from organizational partnerships was US\$ 410.86 and from volunteer contributions was US\$ 5,600. Furthermore we received \$2,000 worth of in-kind contributions. In 2014 we hope to continue to diversify our fundraising through grants and other income avenues.

HOOP's accounts are checked by an external accountant and audited by the local tax office on a monthly basis. Financial reports are also submitted to the HOOP Board of Directors on a monthly basis.

We are grateful to all our donors, private sector and individual supporters for the continuing support of the work of HOOP.



## Expenditures



Item	Amount
<b>Income:</b>	
Fundraising	3,422.06
Private Donations	37,606.79
Volunteer fees	5,600.00
Spanish School Commission Fees	410.86
<i>Total Income</i>	<i>47,039.71</i>
<b>Expenses:</b>	
Program costs	3,484.29
Personnel	13,449.88
Legal/Accounting/Bank fees	1,232.02
Rent/ Office supplies/ Utilities	1,945.07
Scholarship	1,767.36
<i>Total Expenses</i>	<i>21,878.62</i>
<b>NET BENEFIT:</b>	<b>25,161.09</b>

## Financial assets

HOOP owns the land and the school building in Flora Tristan, which is estimated to worth about US\$ 21,000.00.

# YOUR SUPPORT MATTERS

## Donors

HOOP Peru would not be in its current position of strength if it wasn't for the benevolent donations and fundraising efforts of our volunteers, businesses and private individuals.

**Platinum Sponsors (US\$ 1000+):** Rune Levrik, Pichler Family, and Ratschenkinder Group

**Gold Sponsors (US\$ 300 to 999):** BRG/BORG Kirchdorf an der Krems, Anna Fernandez, Theresia Prauhart, Barbora Zavadilova, Brigitte Stadlhuber, and Familie Kreci

**Silver Sponsors (up to US\$ 300):** Alois and Rosemarie Greul, Elke Prenninger, Ruten Robben, Laura Henselmann, Rosa Staudinger, Julie Glover, Karl Reindl, Helga Staudinger, Sevde Özdemir, and Dominik Reiterer

In addition to financial support HOOP also received some generous in-kind donations:

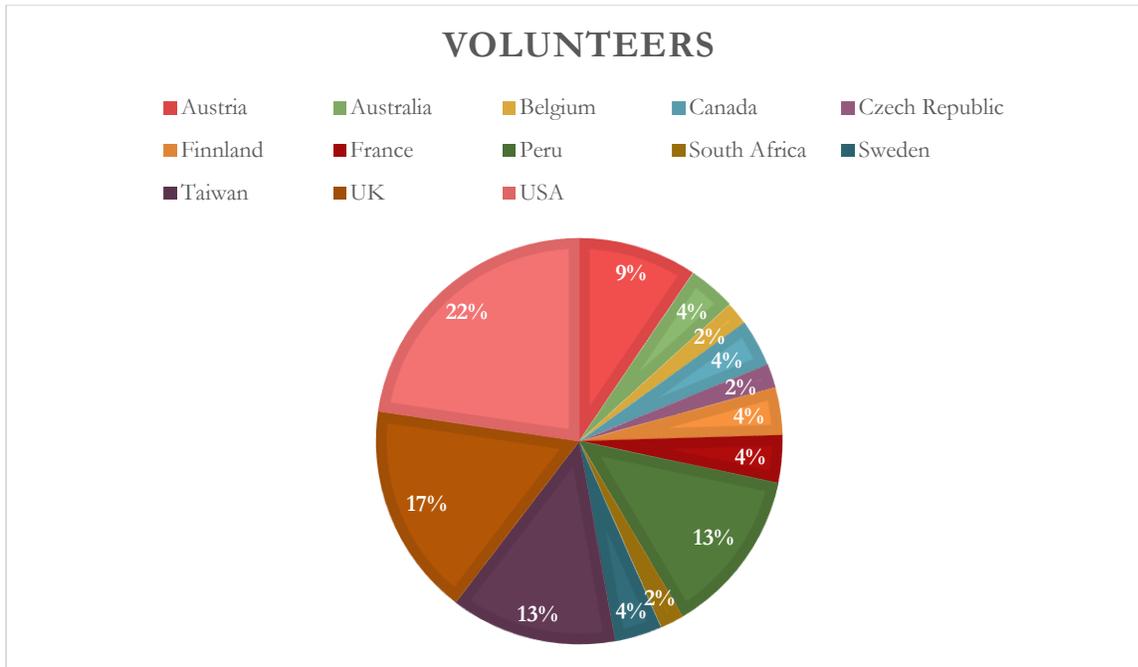
1. The Taiwanese Embassy in Lima and Taiwanese Chamber of Commerce donated 250 Christmas gifts
2. Sistema Educativo Norte Americano school (SENA), Arequipa
3. Phil and Samantha Gomizel
4. We also received clothing and school donations from around a dozen former volunteers and local people: Alison Schmierer, Teresa Schwarz, Carmen Chavez, Chih Kai Chang, Jennifer Munoz, Josh Braby, Corinne Tallon, Javier Chavez, Miriam Staudinger, Kordula Anna Hageneder, Stephen Bucholtz, Adrianna T Escobedo and Wendy Dunn.
5. La Catolica University in Arequipa
6. Veronica Owen

## Partners & Sponsors



## Volunteers

HOOP wouldn't be able to run its various programs without the help of local and international volunteers. In 2013 HOOP had 58 volunteers from 13 different countries.



*Thank you to all volunteers that served with HOOP in 2013:*

Rachel Bhagwat, Hsiang-Min Li, Emma Olfield, Chang Chih-Kai, Phil Gomizel, Samantha Gomizel, Lucy Standish, Isabella Obolensky, Alexandra Henderson, Mariette McClintock, Katie Bielenberg, Jessica Morris, Lena Stefanaggi, Ross Larson, Joonas Rentola, Eva Havo, Edvard Kupper, Sofia Strom, Steven Fiske, Sophie Stockbroeck, Savin Tsai Shao Yu, Parisa Patel, Anastasia Bailey, Kathryn Kosmider, Joshua Edwards, Wen Shen Cheng, Clare Waller, Eugenia Han-Ning Chuang, Madison Chapman, Barbara Zavadilova, Anna Patricia Fernandez, Sofia Turesson, Rose Kramer, Julia Winter, Katharina Pinczolics, Julianne Ezra, Theresa Karall, Kordula Anna Hageneder, Miriam Staudinger, Wan Yi Liang, Jennifer Munoz, Josh Braby, Corrine Tallon, Gemma MacRae, Drew Evers-Haydon, Robert Leszczynski, Carolina Lozada, Arne Robben, Eddy Cheng, Daysie Karina Estremado Aguilar, Tom Dunnam, Jose Andres Solis Caceres, Erick Pola, Ramiro Pola Diaz, Luz Sonocco, Carolina Jacobo, Lizanyeth Yánderi, and Christian Yánderi.

## HOOP in 2014

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### **HOOP is moving forward**

A quantitative survey conducted with the Flora Tristan and surrounding communities revealed the need for medical assessments and treatment, including dental treatment, health and nutrition classes, as well as teaching the mothers practical work skills that can help them lift themselves out of poverty.

In 2014 HOOP would therefore like to undertake a thorough medical assessment of all of our students, offer dental treatment to all children and their parents, teach the mothers nutrition classes, conduct health and hygiene workshops with the children, as well as starting an online business course for the mothers in collaboration with the US Thunderbird University.

## How you can support HOOP

### **Raise awareness about HOOP**

If you have first-hand experience with HOOP as a volunteer or supporter you can help us raise awareness about our work in your home country. Whether you talk to your local newspaper, organize talks in universities or schools or conduct fundraising events, we would love to get your support. You can email us at [helpwithhoop@gmail.com](mailto:helpwithhoop@gmail.com) so that we can send you a fundraising pack, stickers, leaflets, posters, PowerPoint presentations and other fundraising materials.

### **Help recruit volunteers**

Are you a parent, student, teacher, entrepreneur, university professor or former volunteer? We are looking for committed volunteers from all over the world who can help us teach our English classes, as well as helping out as interns in our office.

If you know of anybody who is currently planning a gap year or career break, or is about to retire, we would love you to tell them about HOOP and our work. Email [volunteer@hoopperu.org](mailto:volunteer@hoopperu.org) for further details.

### **Become a corporate sponsor**

As part of our commitment to donors, we keep our administration costs as low as possible and we are 100 percent committed to making sure that the majority of your generous donations get to the families in the Flora Tristan community. However, we do have certain admin costs that need to be covered, such as office and kindergarten rent, utility bills and staff salaries. Our monthly admin costs are at US\$ 1,589.

As a corporate sponsor your donation would help HOOP with the running of the NGO and in return we will display your logo or details on our website, social media channels, marketing and fundraising material. Please email [helpwithhoop@gmail.com](mailto:helpwithhoop@gmail.com) for further info.

## Sponsor a scholarship

Our Vencedor Scholarship Program aims to provide children with a chance of a quality education that they would not otherwise receive. The benefit of a student from Flora Tristan attending a local private school is that they receive a higher standard of education which increases their chance of attending post-secondary education. The costs to send a student to Colegio Americano Vencedor runs around **\$US 100 per month** including registration, book and uniform fees. Please email [helpwithhoop@gmail.com](mailto:helpwithhoop@gmail.com) for further info.

## Become a HOOP Helper

HOOP Helpers is a new and exciting sponsorship program where donors can sponsor one of our seven classrooms for a monthly fee of **US\$ 25**. In return, you will not only receive the satisfaction of supporting the Flora Tristan families but will also receive regular updates on your sponsor classes' progress, including photos and videos.

HOOP Helpers is different than any other sponsorship programs as it does not focus on one kid but rather a classroom. The benefit of focusing on using the money towards a classroom is that we can invest directly into their education. Education is the number tool we can use today to bring children out of poverty. Please email [helpwithhoop@gmail.com](mailto:helpwithhoop@gmail.com) for further info.

## Donate in kind gifts

We are always in need of school supplies, such as pens, paper, paints and other stationary for our school and kindergarten. Moreover we welcome clothes donations for adults and children, as well as tools that could be used for workshops with the mothers, including computers for computer classes, sewing machines, ovens or baking utensils. Please email [helpwithhoop@gmail.com](mailto:helpwithhoop@gmail.com) for further info.

## DONATE NOW:

If you would like to support any of our programs you can make a donation via **Pay Pal** to [volunteer@hoopperu.org](mailto:volunteer@hoopperu.org) or directly to one of our two bank accounts:

### Peruvian bank account:

Name:	Asociacion Organizacion No Gubernamental HOOPPERU
Account number:	02230100044539
Bank:	BBVA Continental
Bank code:	0011 DOC
IDENTIDAD/RUC:	20558321530

### Austrian bank account:

Name:	HOOP Austria
Bank:	Sparkasse Ober Oesterreich
Bank code/BLZ:	20320
IBAN:	AT16 2032 0321 0028 9341
BIC:	ASPKAT2LXXX

## Contact HOOP

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Web: [www.hoopperu.org](http://www.hoopperu.org)

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