



# Annual Report

**2019**

## Director's Welcome

Dearest Supporters,

As we near the ten-year anniversary since we first filed for non-profit status in the US, I am overwhelmed with gratitude for everyone that has supported us along the way. That support has guided us through another year of serving over 70 students, providing them with academic, nutritional, social-emotional and family support. We have now seen three classes of students graduate from secondary school, growing our list of students able to pursue their dreams as a result of their commitment to education.

Recognizing the incredible strides we have made so far, as well as the goals we have moving forward, this year we made the exciting choice to revamp our Board of Directors. Leading this effort is Andrew Greaves, a long-time supporter of Victor's Vision who's been looking for ways to apply his organizational expertise to our work.

This year, Andrew has not only gathered a well-rounded, highly dedicated group of individuals to start this work, but has created a clear road map for the team as they work through re-envisioning Victor's Vision's strategic plan for growth. We are so excited about the work our new board is doing, and for Victor's Vision to embark on this journey toward continued growth and expansion.

I am so thankful to everyone who has supported us along our journey! Whether by attending our Viva La Vision event, hosting your own fundraiser for Victor's Vision, or taking the time to read our newsletters and celebrate our students' successes with us- thank you.

We are so excited to see what 2020 has in store for our community and our programming.

Sincerely,

Emily Felsenthal  
Executive Director



Emily and her parents, Roxanne and Robert, at the 2019 Viva La Vision event in Philadelphia

# Contents

Director's Welcome.....	1
Contents.....	2
Victor's Vision At-A-Glance .....	3
Our Vision.....	3
Our Mission.....	3
Our Values .....	3
Fast Facts .....	3
Where We Work .....	4
Core Programming.....	5
Academics.....	5
Nutrition.....	6
Social Emotional Learning.....	7
Parental Involvement .....	8
Post-Secondary Placement .....	9
Theory of Change.....	10
2019 Revenue Summary.....	11
2019 Expense Summary.....	12
2019 Highlights.....	13

# Victor's Vision At-A-Glance

Victor's Vision is a 501(c)3 nonprofit organization that serves underserved youth in northern Peru through comprehensive after-school programming with a multi-pronged approach to address student needs.

## Our Vision

Our vision is to empower Latin American youth to dream of a brighter future and to pursue such a dream through higher education.

## Our Mission

Our mission is to empower underprivileged Latin American youth to dream and to achieve their dreams. The key to this is college graduation, so Victor's Vision provides its students with the supplemental academic support, personal and academic guidance, and university preparation necessary to attain a university degree.

## Our Values

We believe all children have the right to dream and to pursue their dreams. We believe in equal access to all levels of education, regardless of race, class, gender, religion, age or family status. We believe that when provided with the necessary resources, support and guidance, all children can achieve and succeed.



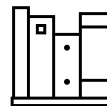
**100%**

graduation rate from secondary school (local average: 47%)



**14**

graduates attending post-secondary institutions



**88%**

post-secondary placement within 1 year of graduation (local average: 9%)



**100%**

of paid staff are Peruvians from the Chulucanas community

Student enrollment	76
Local staff employed	14
Local community partnerships	3
Grade levels served	4 <sup>th</sup> - 11 <sup>th</sup>
Average student: teacher ratio	9:1
Annual operating expenses	\$50,434
Average cost per student	\$664
Year of program establishment	2009
Year of US 501(c)(3) status	2010

## Where We Work

Peru is a developing country in western South America with a poverty rate of 21.7% and a population of 31.2 million. Its economy is largely based on agriculture, fishing, mining, and manufacturing of products such as textiles.

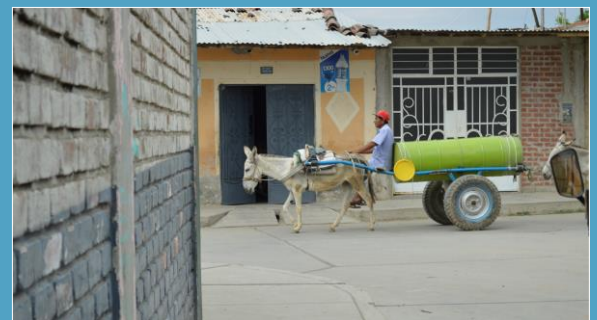
Victor's Vision operates in Chulucanas, a small town with approximately 57,400 inhabitants located in the northwestern Piura region of the country. This area is most well-known for its ceramic tradition, an important aspect of Peruvian heritage that dates back to ancient civilizations.

### Fast Facts: Rural Piura

Malnutrition Rate (students aged 6-9)	52%
Students completing primary education (6th grade)	88%
Students completing secondary school (11 <sup>th</sup> grade)	47%
Students completing at least 2 years of higher education	11%

### Fast Facts: Victor's Vision Families

Poverty Rate	100%
Households with running water	89%
Single-parent or no-parent households	20%
Number of parents in professional careers	7
Percent of students with only one working parent	74%



# Core Programming

## Academics

Victor's Vision (VV) starts working with students when they are in the fourth grade. All students receive three extra hours of schooling, five days a week. Since inception in 2009, VV has offered classes in 4 core subject areas: math, language arts, science, and character development. In 2012, Victor's Vision began offering a fifth subject to all of its students: computer classes. In addition to the 15 hours of core subject work, students also engage in a monthly 2-hour computer class taught by VV staff. In 2014, Victor's Vision additionally began offering English classes to all of its students. Through our English program, all students receive one hour/week of English language instruction. VV's average class size in 2019 ranged from 7-15 students, which enabled the program's university-certified teachers to focus on the individual needs of every child. By supplementing the students' regular school day with a personalized learning atmosphere, VV ensures that every student is prepared with the skills and confidence necessary to pursue higher education and to ultimately overcome poverty.

### Why focus on academics?

Although the Peruvian government mandates the right for every child to attend a public school, the average Peruvian school day is often much shorter and of much poorer quality than those in the U.S. While the school day typically lasts 6-7 hours, instructional time may only take up a total of 3 hours of this time due to breaks between classes, recesses, and other unpredictable interruptions. The current public education system, providing 15-20 hours at best of instruction per week, simply isn't sufficient to prepare students that aim to pursue higher education. Additionally, many public schools, while free, still require registration fees, uniforms, books, school supplies, transportation fares, and other barriers that make it difficult for children from disadvantaged backgrounds to be fully prepared to learn.



**Over 60%** of 6th grade students in the Piura region are at least one grade level behind in communication arts in school.

**88%** of 11<sup>th</sup> graders in Piura are performing below the basic level for their grade level in mathematics.

(UNICEF 2016)

## Nutrition

In order to ensure that students receive the nutrients necessary to learn and grow, VV implemented a nutrition program in January 2011. A local certified nutritionist assists Victor's Vision by preparing and ensuring that every VV student with one additional balanced meal every day of programming; this amounts to five additional meals per week, per student. Additionally, in 2013 Victor's Vision began providing additional medicine and meals for families in situations of extreme need, and continued these efforts through 2019. In 2019, our secondary-level students were also provided with an additional evening snack, as the older students typically work at Victor's Vision past 8pm. Thanks to the support of our on-site nutritionist, VV was able to ensure that all students and families are healthy, well-nourished, and ready to learn and develop.

### Why focus on nutrition?

According to UNICEF (2016), 52% of children between the ages of 6-9 living in the Piura region of Peru are malnourished. Research has shown that without the proper nutrition, it is highly unlikely that children reach their full academic potential. Malnourished students are unable to develop physically and mentally at a normal rate, and their academic growth suffers as a direct result. All VV students live in poverty. As a result of this, many children join the program in a malnourished state. Ensuring the proper developmental ability of every student is essential to our programs' success.



In 2019, **100%** of students received one extra balanced meal every day they attended Victor's Vision's programs. All meals include milk, fruit, protein, and bread.



## Social Emotional Learning

Along with Academics and Nutrition, Victor's Vision supplements our students' achievement through social emotional support, which instills in our students strong values and a desire to succeed. Since 2012, Victor's Vision students have met monthly with a psychologist who evaluates their mental and social health. Additionally, our students participate in monthly social emotional learning workshops on topics such as bullying, domestic violence, sex education, and character values. Our psychologist also conducts one-on-one meetings with students who may be particularly struggling with a difficult experience, such as puberty, social conflicts, or the divorce of parents.

During the 2019 school year, VV students also had the opportunity to participate in out of town excursions and several in-community day trips. Through these experiences, students broadened their horizons by exploring new areas and giving back to their community. These experiences included day trips to: Piura the capital city of the region; Canchaque, a town two hours from Chulucanas with waterfalls and natural swimming holes; and Aquapark and Aqualandia, two water parks in Piura. In addition to these exploratory trips, students spent several afternoons volunteering in a local orphanage & elderly home. Through these experiences, students had the opportunity to explore new cities as well as understand their own community in a new light.

### Why social emotional learning?

Victor's Vision recognizes the importance of ensuring that our students are mentally, socially and emotionally prepared to enter university and other post-secondary programs. These traits are also essential to ensuring students stay in and complete their degrees or certifications. We believe monthly workshops, psychological support, and excursions can enhance this growth. VV's cultural experiences offer students the opportunity to see and experience different cultures and lifestyles, as well as develop an understanding of the value of service. As a result, our students are more driven in their pursuit of higher education and are more confident in their desire to give back to their own community.



**74%** of Victor's Vision students have just one working parent.

This increases the risk that students are likely to enter the workforce instead of completing high school or attending a post-secondary program, especially when social situations are new & difficult to navigate.



## Parental Involvement

VV recognizes parental involvement as a necessary factor for the long-term success of our students. While most VV's parents dropped out of school prior to achieving a secondary education, VV actively works with parents to help them understand and value academic success. As a result, parents are empowered to encourage and establish high standards for their children's academic performance.

In addition to signing a commitment contract to invest in their child's education, VV parents attend monthly parent workshops run by our staffed psychologist. At these workshops, Victor's Vision staff and families address topics such as education, domestic abuse, and child labor. Through these workshops and bi-monthly home visits that are conducted by Victor's Vision teachers, we hope to provide parents with a safe space to share, grow and support their family's future.

### Why focus on parents?

In Chulucanas, many students drop out of school by the 6<sup>th</sup> grade in order to start working and earning money for their families – this results in just a 47% secondary school completion rate. With such limited education, almost all of these individuals end up in one of four professions: moto-taxi driver (more than 50%), factory worker (about 10%), cleaning homes (about 15%) or selling goods in the market (about 25%). None of these professions allows individuals to earn sufficient income to escape poverty.

VV empowers parents to understand the benefits of higher education for their entire family. By communicating regularly with VV teachers and participating in monthly workshops, parents take on a larger role in their child's education and consequently their family's future. Under this approach, all VV children have the family support needed to succeed in the classroom.

**20%** of Victor's Vision families are single-parent or no-parent households.

**100%** of Victor's Vision parents say they feel more confident in their family's future as a result of Victor's Vision's programs.



## Post-Secondary Placement

In Peru, students graduate high school after 11<sup>th</sup> grade. With our first class of graduating students in at the end of 2017, 2019 marked the second class of VV graduates applying to university or post-secondary programs. In order to prepare students for their entrance exams, VV financed the costs for graduated students to each attend a university exam preparatory course.

This year, we saw a record year of university acceptances and post-secondary placement. We are proud to support that 88% of our 2018 graduating class was enrolled in a post-secondary program within 1 year of graduation. Furthermore, three students from the previous 2017 graduating class were accepted into university and are enrolled.

Six of our students were admitted to university on their first attempt, and eight of our nine graduating students enrolled in post-secondary courses in 2019:

- **Gianella** won the prestigious Beca18 scholarship, a national scholarship that covers full tuition and expenses for food and school supplies. Gianella is studying industrial and systems engineering at the University of Piura.
- **Ariana**, Victor's Vision's 2019 student council Mayoress, is studying topography at the Instituto SENCICO in Piura.
- **Robinson** is studying business administration at the Universidad Católica Chulucanas.
- **Lesly Mishel** is studying physical therapy at the Universidad Católica Chulucanas.
- **Miguel Angel** is studying business administration at the Universidad Católica Chulucanas.
- **Angel** is studying business administration at the Universidad Católica Chulucanas.
- **Danuzka** is studying business administration at Instituto El Buen Pastor in Lima.
- **Jorge** is attending an academy of the Alianza Lima to pursue his soccer career.

Furthermore, three students from the 2017 graduating class were also admitted into a post-secondary institution this year:

- **Olisar** is studying business at the Universidad Católica Chulucanas.
- **Carlos Sullon** is studying environmental engineering at the Universidad Católica Chulucanas.
- **Carlos Joel** is studying civil construction at the Instituto José Pardo in Lima.

Some of the remaining graduates plan to take the entrance exam again, while others are pursuing other workforce opportunities. One challenge that our students face is that due to the costs of university being out of reach, some of our students choose to only apply to the Beca18 or the Universidad Nacional de Piura – a public university with no tuition fees, but also one of the most competitive universities in the country, with just a **2.9% acceptance rate** in 2019.<sup>1</sup>

<sup>1</sup>[Resultados examen general de admisión, April 2019.](#)

# Theory of Change

## Current Situation

- Lack of a mindset which values education and encourages students to dream of a greater future for themselves
- Limited access to rigorous academic programming and stimulating learning opportunities
- High drop-out rates and child labor practices due to the need for children to contribute toward family income at an early age.
- Limited availability of nutritious meals at home, adversely affecting physical and health development

## Strategy

- **ACADEMICS**
  - Students receive personalized supplemental instruction in all content areas from highly-qualified teachers for 3 hours/day, 5 days/week
  - Students learn essential computing skills during weekly technology classes
- **CHARACTER DEVELOPMENT**
  - Students attend monthly motivational workshops
  - Students complete a set of challenging and creative extracurricular projects
  - Students participate in 3 trips/year to explore their own & other cultures
  - Students receive physiological support to address social-emotional health
- **PARENT INVOLVEMENT**
  - All parents sign a contract, committing to support their child in Victor's Vision
  - Parents discuss and learn about topics related to education during monthly workshops
- **NUTRITION**
  - Students receive one balanced meal/day, 5 days/week

## Intended Impact

- Students become critical thinkers, excel academically, and acquire the essential technical skills that expand their future opportunities for college and careers
- Students value their education; they are mentally, socially, and emotionally ready and inspired to pursue their learning
- Students' experiential knowledge broadens beyond their immediate community
- Parents permit and encourage student participation in the program
- Students are healthy and physically ready to learn in their classes

## Theory of Change

- Students are academically qualified for college acceptance and prepared to thrive academically at a university level
- Students are socially, and emotionally prepared to study at a university level and live in a community outside of their own
- Parents value education and support their children to pursue a university education throughout primary and secondary school
- Students grow and develop physically at an appropriate rate

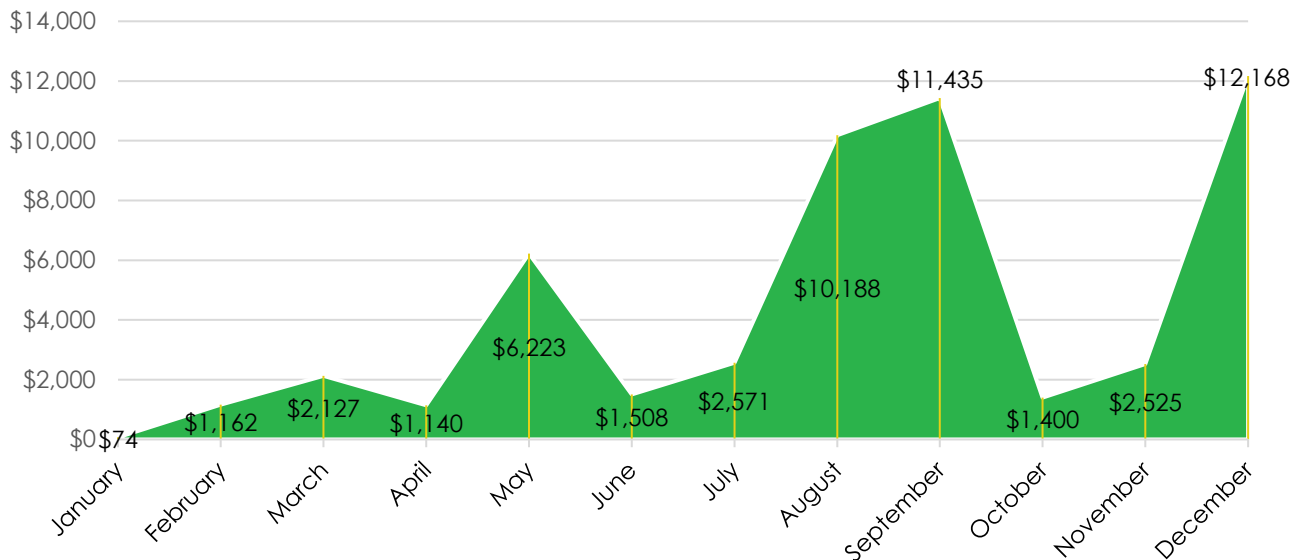
## Ultimate Impact

Underprivileged Peruvian students graduate from college and are empowered to pursue careers which help them overcome the cycle of poverty into which they were born.



# 2019 Revenue Summary

**Total Revenue: \$54, 951**



In 2019, Victor's Vision secured a total of just under \$55,000 in funding through four primary sources of income: private donations, organizational fundraisers, partnership support, and private fundraisers.

## Private Donations

The most important source of income for Victor's Vision continues to be donations from private sources. In 2019, private donors funded 54% of the organization's revenue. This aligns with Victor's Vision's fundraising strategy to achieve more diversity in income streams.

## Organization Fundraisers

In 2019, Victor's Vision raised just over \$18,000 through our three annual fundraisers. Our second annual Viva La Vision fundraiser raised nearly \$12,000, our College Decision Day fundraiser earned over \$5,000 and the Giving Tuesday fundraiser raised over \$1,500.

## Partner Support

Victor's Vision earned more than \$5,500 in partner or matching support from generous partners including McDonalds, Canadian Pacific, AmazonSmile, PayPal Charitable Fund, JP Morgan, and AirProducts.

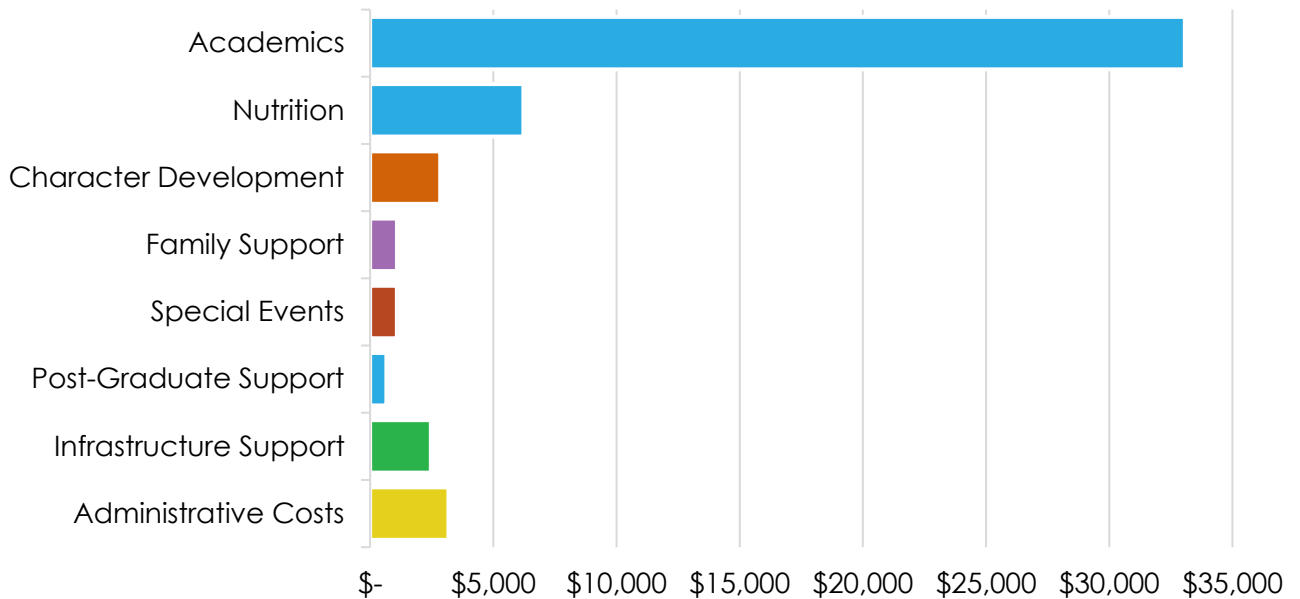
## Private Fundraisers

We are very grateful to the many individuals and organizations that chose to support Victor's Vision through private fundraisers in 2019. Private fundraisers collected just under \$1,000 in support of our programming.

## 2019 Expense Summary

**Total Expense: \$50,434**

**Cost per Student: \$664**



In 2019, programming expenses totaled \$50,434 with an average cost of \$664 per student.

Academic spending continued to be our greatest spending area. Victor's Vision remains committed to providing its local teachers with a competitive salary, which remains one of our largest expenses.

Additionally, the organization invested nearly \$2,500 in infrastructure needs for the program in 2019. This included a new bathroom, updates to light fixtures, and new desks and chalkboards. We also gave several of our classrooms new coats of paint to ensure they are looking new, bright and welcoming for our students.

The greatest change in our expenses from 2018 was in regard to our post-secondary placement. While the year before, the program provided several months of university preparatory classes, we chose to go a different route this year, sending our graduating students to well-respected preparatory programs in the community. This reduced cost of this area of programming significantly and allowed us to better meet the needs of our students as they pursued their dreams.

## 2019 Highlights

This year marked Victor's Vision's 10<sup>th</sup> year of programming. We are very excited about how much the organization has grown and the impact we've had in the Chulucanas community. Below are some highlights from our 10<sup>th</sup> year.

**A record fundraising year.** Over 60 attendees joined us and \$11,000 was raised in Philadelphia during our second annual Viva la Visión fundraiser in September. We celebrated an amazing evening of food, fun, and fundraising under the theme of "Crecemos Juntos: Growing together". In May, we launched a sponsorship program alongside our annual College Decision Day fundraiser – 8 of our graduating students received sponsorships to fund their entire final year of programming, and some of our sponsors were first-time VV donors. Lastly, we were blown away by the support of our Giving Tuesday donors, raising nearly \$8000!

**Our first Beca18 winner & a record year of post-secondary placement.** This year marked a record year of university acceptances, with 8 of our 9 graduating students earning a spot in a post-secondary institution. Furthermore, we are thrilled to announce Victor's Vision's very first Beca18 scholarship winner, Gianella. The Beca18 is a prestigious national scholarship that fully funds university tuition and living expenses. We are incredibly proud of Gianella's hard work that led to this achievement.

**Announcing our new Student Council Mayor!** Victor's Vision held its third year of student council, and our students voted Angelo as the new mayor of Victor's Vision for 2019. Angelo has been with Victor's Vision since 2nd grade and was one of our very first students. His parents are the ceramists who make the pottery that Victor's Vision has sold over the years. We are so proud of his achievements and the leadership role he plays in Victor's Vision!



The Viva la Visión planning team at the event: Joe Lenz, Emily Felsenthal, and Andrea Zinn



Gianella, Beca18 winner, is studying industrial and systems engineering at the University of Piura (UDEP).



The newly elected student council for the 2020 year.

**Founder & Executive Director Emily Felsenthal wins Villanova University Young Alumni Medallion.** [This award](#) recognizes alumni who graduated from Villanova University within the past 10 years and who have demonstrated excellence in service and dedication to their communities and to the university. Emily was awarded the medallion for her work with Victor's Vision as well as her dedication to forwarding education in low-income communities through schools and programs across the United States.



Emily Felsenthal at the Villanova University Young Alumni Medallion award ceremony in Villanova, PA.

**A national recognition in mathematics.** Our student David earned second place at his school in the Olympic National Scholar of Mathematics (ONEM) contest! The ONEM is a Ministry of Education academic event that promotes the development of mathematical skills and abilities of all students in Peru. David is now in 10th grade and has been part of Victor's Vision since 2nd grade; we are so proud of his accomplishment!



David, 2<sup>nd</sup> place winner of the ONEM math contest.

**Another year of successful parent workshops, student workshops and student competitions.** This year, our staff hosted several amazing parent workshops and student workshops. Some of the themes included healthy eating, how to recognize and prevent bullying, and the importance of respecting women and prevention of domestic violence. The workshops have become core community events, especially for parents. They are well-attended, looked forward to, and help facilitate a sense of community amongst our families. Our teachers also put on various student competitions to enhance student engagement – including an English tongue twister competition, a geometry art competition, and spelling bee contests.



Teachers Jose Saavedra and Caridad name Gladys one of the geometry competition award winners.

