



Annual Report

2020

Director's Welcome

Dearest Supporters,

As you well know, our 11th year of programming was unlike any other. In Peru, the school year begins in March and ends in December. This means that our students, already facing multiple barriers to education, missed an entire year of school as a result of COVID-19. Respecting the community's strict health and safety guardrails, this also meant that we were unable to open our doors for Victor's Vision's traditional programming. Furthermore, COVID-19 affected us on a personal level, as the pandemic's severity in Chulucanas caused students to lose parents, teachers to lose spouses, and many in our family to lose loved ones. We mourn with them.

Reflecting on the unprecedented circumstances we faced, I could not be prouder of how our community both in the United States and Peru responded to the unique needs of our families. With students' school days moving online and many Victor's Vision students lacking the resources to access their online coursework, our teachers were in regular communication with families via applications like WhatsApp in order to provide support and resources. Knowing our teachers were still supporting students, and seeing their own salaries on the line, we also committed financial support to some teachers in hardship to ensure stability for them during these uncertain times.

Additionally, in the fall we were able to work with our program's psychologist to implement socially distanced parent workshops, providing parents with the support and resources necessary to navigate the stress and anxiety so many of us experienced throughout the pandemic. Lastly, with the economic impact of COVID-19 impacting the health of our families, we also provided three months' worth of supplemental food supplies to each of our 60 families in Chulucanas.

None of this would have been possible without our incredible staff's keen attention to the needs of our families and students every step of the way, as well as the incredible outpour of financial support from our U.S. community. Despite all of these challenges, our Viva La Visión fundraiser nearly doubled last year's total, with ten incredible Visionaries stepping up to host virtual events for Victor's Vision in the fall, allowing for a record fundraising year overall.

As we head into another uncertain year, we are so grateful for the continued love and support of our entire Victor's Vision community across the globe. We wish everyone continued health and safety, and we hope to see our students back in our Victor's Vision classrooms soon!

Sincerely,

Emily Felsenthal
Executive Director



Emily speaking at the 2020 Viva La Vision Virtual Wine Tasting fundraiser.

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
Our COVID-19 Response	5
Core Programming	6
Academics	6
Nutrition	7
Social-Emotional Learning	8
Parental Involvement	9
Post-Secondary Placement	10
Theory of Change	11
2020 Revenue Summary	12
2020 Expense Summary	13
2020 Highlights	14

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 support a new generation of community leaders for Chulucanas, Peru.

Our Mission

Our mission is to support students living in poverty in Chulucanas with the academic, nutritional, and social-emotional resources they need to graduate from secondary school and pursue their dreams through education.

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.



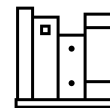
100%

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



21

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 (suspended due to COVID-19)
Local staff employed	14
Local community partnerships	3
Grade levels served	4 th through 11 th
Average student: teacher ratio*	9:1
Annual operating expenses*	\$50,000
Average cost per student*	\$664
Year of program establishment	2009
Year of US 501(c)(3) status	2010

*Numbers reflect 2019 programming data in accordance with a traditional school year

Where We Work

Peru is a developing country in western South America with a poverty rate of 20.2% and a population of 33 million. Its economy is largely based on agriculture, fishing, mining, and manufacturing of products such as textiles.

Victor's Vision operates in Chulucanas, a medium-sized town with approximately 82,000 inhabitants located in the northwestern Piura region of the country. This area is well-known for its ceramic tradition, an important aspect of Peruvian heritage that dates back to ancient civilizations.

Fast Facts: Rural Peru

Malnutrition Rate (WFP) (students aged 6-12)	33%
Students completing primary education (6th grade)	52%
Students completing secondary school (11 th grade)	28%
Students completing higher education	2.5%

Fast Facts: Victor's Vision Families*

Poverty Rate	100%
Households with running water	50%
Single-parent or no-parent households	20%
Number of parents in professional careers	7
Percent of students with only one working parent	74%



*Numbers reflect 2019 programming data in accordance with a traditional school year

Rural Peru facts from Statista.com.

Our COVID-19 Response



Academic Support

Although we were not able to offer traditional academic classes, Victor's Vision teachers offered two forms of academic support. First, teachers kept in regular communication with their students via applications like WhatsApp. This allowed teachers to offer individualized support with virtual classes where possible.

Additionally, Victor's Vision offered limited programming to support students in their final year of secondary school as they prepared for the University entrance exams. This included socially distanced study sessions, support with scholarship applications, and support with university applications.



Parent Workshops

In response to the social-emotional trauma stemming from the COVID-19 pandemic, our psychologist facilitated socially distanced parent workshops for all Victor's Vision families. These workshops specifically focused on providing families with the support and resources needed to improve nutrition, maintain a healthy immune system, and navigate the stress and anxiety caused by the pandemic.



Food Baskets

The economic devastation of the pandemic was particularly impactful on Chulucanas and consequently, Victor's Vision's families, as many were left jobless and without a steady source of income. In response, Victor's Vision provided food baskets to all 60 of its families, totaling more than three months' worth of supplemental food supplies for each family.



Teacher Compensation

With schools closing as a result of the pandemic, many of our teachers' salaries were also in jeopardy. In solidarity, Victor's Vision offered financial support to several teachers affected economically by COVID-19 to ensure their stability.



100% of Victor's Vision families received three months' worth of supplemental food supplies in response to a rise in malnutrition and economic depression caused by COVID-19.

Core Programming



Academics

Victor's Vision (VV) starts working with students in the fourth grade. All students receive three extra hours of schooling, five days a week. Since the program's inception in 2009, VV has offered classes in four 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 two-hour computer class taught by VV staff. In 2014, Victor's Vision began offering English classes to all of its students. Through our English program, all students receive one hour per 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 each 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 break the intergenerational cycle of poverty.

Why focus on academics?

Although the Peruvian government recognizes the right of every child to attend a public school and mandates attendance, the average Peruvian school day is often much shorter and of significantly poorer quality than in the U.S. While a school day typically lasts six to seven hours, instructional time may only take up a total of three hours due to breaks between classes, recesses, and other unpredictable interruptions. The current public education system, providing 15-20 hours of instruction per week at best, is simply insufficient for students aiming 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 relative to their peers.

88% of 11th graders in Piura are performing below the basic level for their grade in mathematics.

(UNICEF 2016)



Nutrition

To ensure that students receive the nutrients necessary to learn and grow, Victor's Vision implemented a nutrition program in January 2011. A local certified nutritionist assists VV by preparing and ensuring that every student receives 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.

Beginning 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 8 p.m. 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. During 2020, our nutritionist-led parent workshops focused on healthy eating and its influence on immune support, so parents could make informed nutrition choices for themselves and their families as they navigated the impacts of the pandemic.

Why focus on nutrition?

According to UNICEF, 52 percent of children between the ages of six and nine living in the Piura Region of Peru are malnourished. Research has shown that without 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. As all Victor's Vision students live in poverty, many children enter the program in a malnourished state. Ensuring the proper developmental ability of every student is essential to our programs' and our students' success.



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



Social-Emotional Learning

Along with academic and nutritional programming, Victor's Vision supplements our students' achievements through social-emotional support, which instills strong values and a desire to succeed. Since 2012, Victor's Visions' 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, students had the opportunity to participate in out-of-town excursions and several in-community day trips. Through these experiences, students broaden 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 at a local orphanage and a home for the elderly. 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 preparing our students mentally, socially and emotionally to enter university and/or other post-secondary programs. These characteristics are also essential to empowering students to stay on track and complete their degrees or certifications. We've demonstrated that 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 of students entering the workforce early instead of completing high school or attending a post-secondary program, especially when social situations can be new and difficult to navigate.



Parental Involvement

Victor's Vision recognizes parental involvement as an essential component for long-term academic success. While most VV parents dropped out of school prior to completing a secondary education, VV actively works with parents to help them understand and value academic success. Consequently, 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, parents also attend monthly workshops hosted by our staff 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 and the country director, 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 sixth grade in order to start working and earn money for their families – this results in just a 47 percent 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%), house cleaner (about 15%) or market vendor (about 25%). None of these professions provide sufficient income to escape poverty.

VV empowers parents to understand the benefits of higher education for their entire family. By communicating regularly with teachers and participating in monthly workshops, parents employ enhanced responsibility in their child's education and their family's future. With this approach, all VV children have the familial 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 11th grade. With our first class of graduating students at the end of 2017, 2020 marked the third class of VV graduates applying to university or post-secondary programs. Our 2019 graduating class began studying for university entrance exams in January and started the application process in March of 2020, just before COVID-19 disrupted the education system.

This year, we broke our previous record for university acceptances and post-secondary placement! We are proud to report that all of our 2019 graduating class have enrolled in university or a post-secondary program.

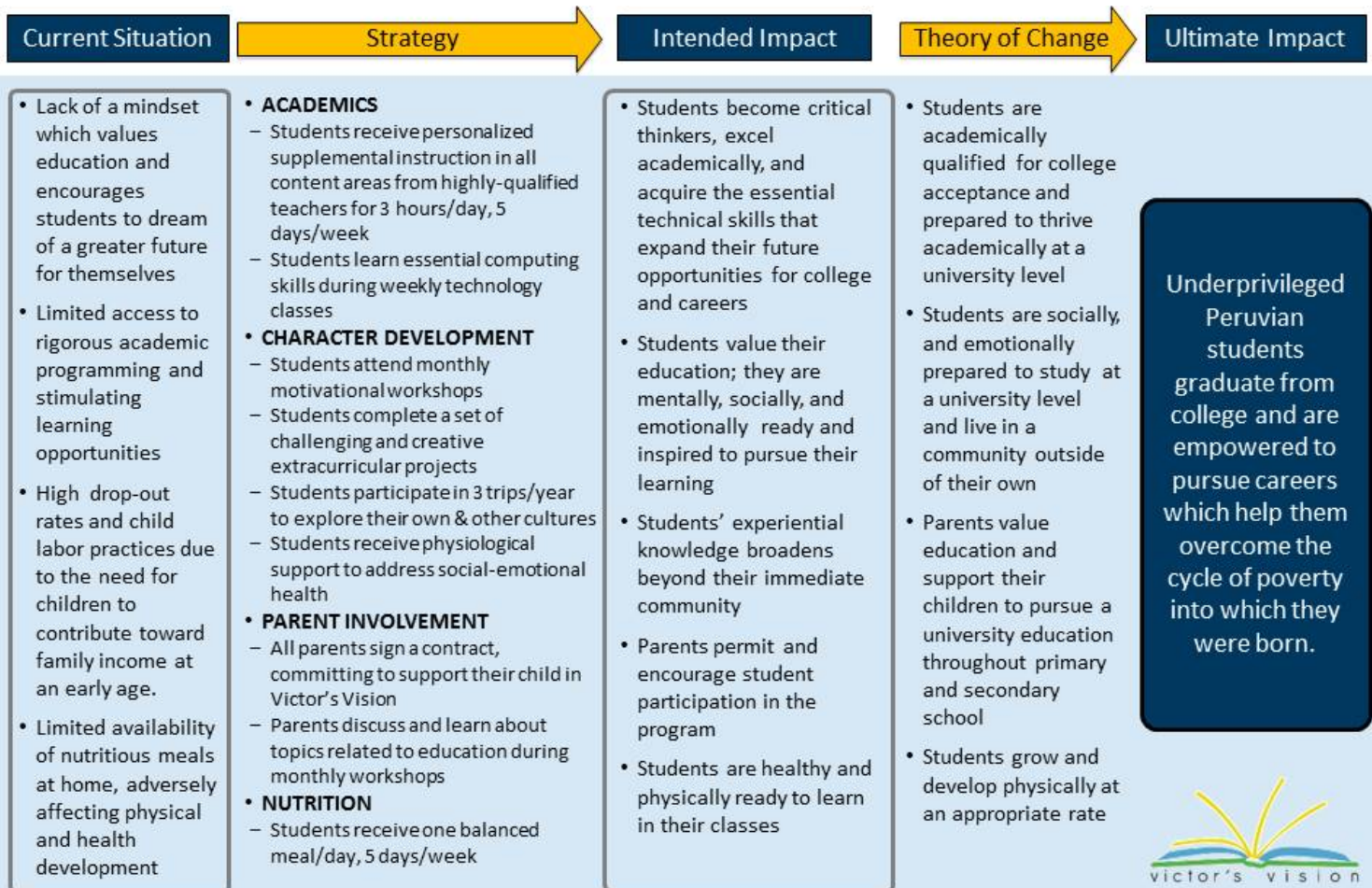
All nine students were admitted to university or are enrolled in post-secondary courses in 2020:

- **Nicol** is studying executive secretarial studies at the San Ignacio de Loyola Institute.
- **Brigith** is studying environmental engineering at The Catholic University of Chulucanas.
- **Jhair** is studying hotel administration and tourism at Cesar Vallejo University.
- **Mariana** is studying physical therapy and rehabilitation at the Catholic University of Chulucanas.
- **Yanely** is studying executive secretarial studies at the Santa Angela Superior Technical Institute.
- **Abigail** is studying international business at the Catholic University of Chulucanas.
- **Ariana** is studying nursing at the Vicus Technical Institute.
- **Franklyn** is studying civil engineering at Antenor Orrego Private University.
- **Camila** is studying business administration at the Catholic University of Chulucanas.

Although university and post-secondary entrance rates are high, our students continue to face relatively high costs for continued enrollment. Many of our students choose to only apply to the national scholarship program or the National University of Piura – a public university with no tuition fees. Unfortunately, this university is also one of the most competitive in the country, with just a **2.9% acceptance rate**.¹

We are seeking to expand fundraising in 2021 to help cover the costs of university tuition for former students. They are inexpensive by North American standards, but very high for poverty-stricken Peruvian families.

Theory of Change



2020 Revenue Summary

Total Revenue: \$78,381

In 2020, Victor's Vision secured a total of just under \$80,000 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 2020, private donors funded 68 percent of the organization's revenue.

Organization Fundraisers

In 2020, Victor's Vision raised just over \$24,000 through our two fundraisers. Our third annual Viva La Visión fundraiser raised nearly \$22,000 and our Giving Tuesday fundraiser raised just over \$2,200. Our College Decision Day fundraiser was cancelled based on its proximity to the beginning of the COVID-19 initial quarantine in the United States.

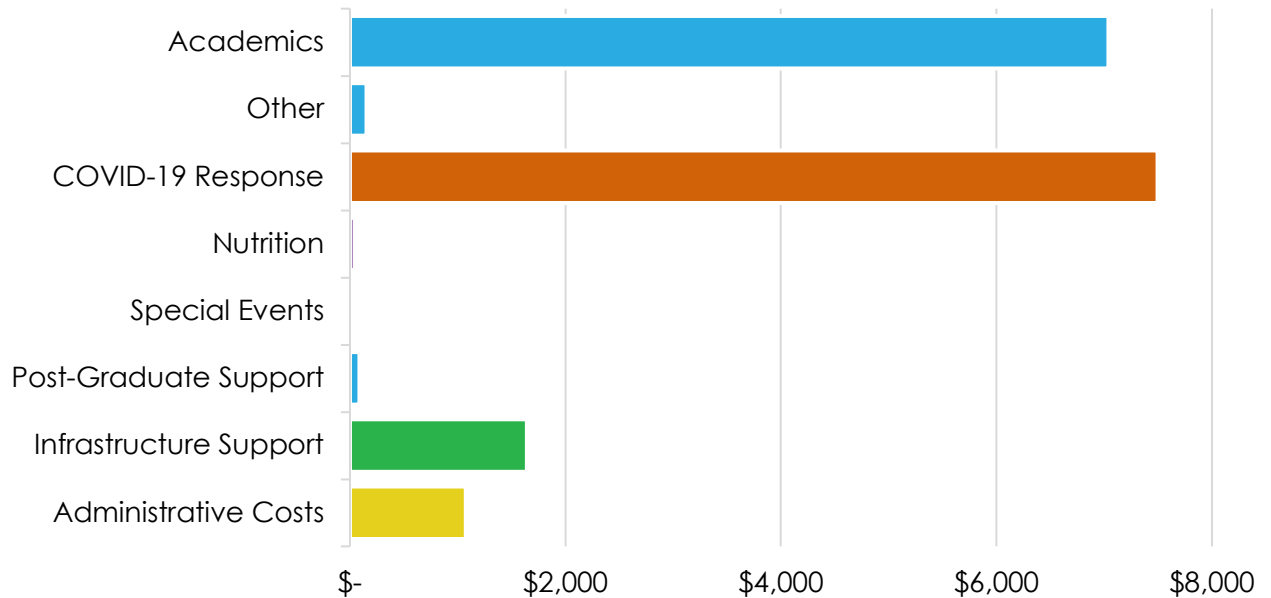
Partner Support

Victor's Vision earned more than \$900 in partner or matching support from generous partners including AmazonSmile.

2020 Expense Summary

Total Expenses: \$17,559

Cost per Student (76 students) : **\$231**



In 2020, programming expenses totaled only \$17,559 as a result of the limitations put on our programs by COVID-19. The beginning of the pandemic coincided with the beginning of the school year and our traditional programming. Accordingly, none of our spending for the year followed its usual patterns. Instead, the majority of our spending was focused on providing our students and families with the unique support needed for both their physical and emotional well-being.

This year, the organization invested nearly \$7,500 in support of our families in direct response to the impact of COVID-19. This included social-emotional regular home visits with families, food baskets, individualized academic support, and parent workshops (in accordance with health and safety guidelines).

Academic spending was also significant, as we continued to provide financial support to our teachers financially affected by COVID-19 while classes were not in session.

2020 Highlights

This year marked Victor's Vision's 11th 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 11th year.

Another record fundraising year. Over 180 attendees joined us and \$20,000 was raised across our ten Viva La Visión virtual events. Our amazing Visionaries hosted various events including yoga, wine tastings, trivia and a 5k. With additional support coming in through our Giving Tuesday campaign and individual giving, we were able to raise a record \$78,000 this year. We are so grateful to all of our supporters.

Socially Distanced Parent Workshops. With all the emotional trauma caused by COVID-19, our psychologist conducted several anti-anxiety workshops with our families this year, providing them with resources to support their emotional health as they navigate very challenging circumstances. Furthermore, our nutritionist conducted workshops focused on healthy immune systems and nutrition during the pandemic.

Weekly fruit bundles and monthly food baskets! As an emergency response to our community's basic needs, Victor's Vision was able to provide food baskets to all of its families. Thanks to our generous donors, we were able to provide over 200 food baskets, amounting to more than three months of supplemental food supplies for our many Victor's Vision families. Our food basket campaign was possible thanks to Sara Brown Del Pozo's custom print artwork that donors received in exchange for a food basket donation.



Parents engage in a socially distant workshop addressing anti-anxiety resources and strategies.



Families were provided with more than three months of supplemental food supplies as a response to nutrition needs during the COVID-19 pandemic.

Director of Development Andrea Zinn was featured in the 2020 winter issue of the Villanova School of Business Magazine. In the article Andrea discusses her path to service and her ongoing volunteer work with Victor's Vision. Check out the article link [here](#).

