

ANNUAL  
REPORT  
2013



**JAYMA KUNAN**  
LET'S MAKE A DIFFERENCE TODAY



Dear Supporter,

“We are happy to share Jayma Kunan’s first Annual Report 2013 with you. We also take this opportunity to thank all members, donors and sponsors for this successful year 2013.

I wish all of you the very best for 2014. I firmly believe that through our joint efforts we can provide a sustainable and better future to all those children in Huaycán (Peru) and Ceadir Lunga (Moldova). So they can have the same opportunities we had when we were kids.

Let’s continue our path of change; we already proved that it works.”

Marcela Díaz Mailhe, Co-founder of Jayma Kunan



## TABLE OF CONTENTS

PROGRAM OVERVIEW.....	4
OUR SHORT AND MEDIUM TERM GOALS .....	5
ACHIEVEMENTS 2013.....	6
HUAYCÁN (LIMA, PERU).....	6
CEADIR LUNGA (MOLDOVA) .....	9
COMMUNICATION .....	10
FINANCIAL OVERVIEW .....	11
DONATIONS 2013 .....	11
ADMIN COSTS 2013 .....	12
DISTRIBUTION OF DONATIONS.....	13
PROJECTS 2014 .....	15
FINANCIAL TARGET 2014 .....	17



**FIGURE 1: CHRISTMAS PARTY IN HUAYCAN**

## PROGRAM OVERVIEW

Children have the right to learn, to play, to grow up with care and to be loved. But the sad reality is that thousands of children in places like Huaycán (Lima, Peru) or Ceadir Lunga (Moldova) cannot exercise these rights. Jayma Kunan was founded to help those children who are heavily exposed to hunger, malnutrition and are excluded from education or basic care. At Jayma Kunan, we believe that those children deserve a better future, a future with opportunities. With this objective in mind, Jayma Kunan is reaching out to support 96 children from 5 to 16 years in one of the poorest areas of Lima (Peru). Further, we are trying our best to support schools and hospitals in the community of Ceadir Lunga (Moldova) by providing equipment.



## OUR SHORT AND MEDIUM TERM GOALS

### HUAYCÁN

- Secure nutrition and regular health-care evaluations of the kids
- Improve their current education by hiring teachers and providing educational material, infrastructure and equipment for the school
- Expand our engagement into the community of Huaycán to achieve a sustainable improvement of the kids' and their parents' life situation
- Provide pre-professional programs for kids to ensure a better future (e.g. classes with tradesmen, organizing internships, support in finding an apprenticeship, etc.)

### CEADIR LUNGA

- Organisation of school equipment like desks or chairs
- Organisation of medical equipment for hospitals or private practices

---

*“THANK YOU FOR GIVING US A PLACE WHERE  
WE CAN DO OUR HOMEWORK”.*

*-Leslie Pamela, 11 years*

---



**FIGURE 2: TREE PLANTING INITIATIVE IN PERU**

## ACHIEVEMENTS 2013

One of the aspects defining our work has been the tight focus regarding the small number of projects we run. This enables us to get intensively involved and connected with the local community and stakeholders.

### HUAYCÁN (LIMA, PERU)

Huaycán is an extremely poor slum in the district of Ate, east of Lima (Peru) with 160.000 inhabitants who moved there from different parts of Peru. We focus our engagement on the children attending the afternoon-school “Camino al Cielo”, which was founded by a Korean missionary sister of the Irish congregation Missionary Sisters of St. Columban. However, as she is by herself, the funds of the school hardly suffice to pay the bills.

Jayma Kunan supports the school and the community by collaborating in different projects and needs.



**FIGURE 3: AFTERNOON CLASS IN HUAYCÁN**



## 2013 KEY HIGHLIGHTS HUAYCÁN (LIMA, PERU)

### NUTRITION PROGRAMM

- Launch of nutritional program to provide daily meals which includes meat, vegetables and fruit as opposed to only bread and potatoes before
- A total of 7,921 meals have been provided since the program started (April)

### EDUCATION SUPPORT

- Employment of new part-time teachers for maths, english and arts to strenghten children's afternoon classes
- Employment of a kindergarten teacher to take care of the yougest children of the center

### INFRASTRUCTURE

- Construction of the first floor of the School "Camino al Cielo" which includes a terrasse, a room for volunteers, a bathroom and one additional classroom (arts)

### CLOTHES AND TOYS (IN-KIND DONATIONS)

- Provision of shoes for every kid of the center
- Provision of baby clothes, appliances and toys
- Provision of Christmas presents for every kid of the center

### ADMINISTRATION HELP

- Employment of a part-time assistant to help "Camino al Cielo" with their internal accounting and management
- Provision of new equipment for the school : Printer, Scanner and Copy machine



## CEADIR LUNGA (MOLDOVA)

Although not even 2 flying hours away from Vienna, Moldova is by far the poorest country in Europe. During 2013, Jayma Kunan supported the people from Moldova with goods like clothes and school equipment. Unfortunately, we haven't been able to organise and obtain any medical equipment as opposed to the prior years in which we sent hospital beds, dialysis or ultra sound machines to Ceadir Lunga. It is also important to note that Jayma Kunan does not run an own project in Moldova, we rather support the extraordinary efforts of "Wort und Tat" with their project "Gloria". We strongly encourage everyone to take a look at their website to see the enormous positive impact Wort und Tat had on Ceadir Lunga.

[http://www.wortundtat.de/wortundtat/de/moldau\\_hilfe.php](http://www.wortundtat.de/wortundtat/de/moldau_hilfe.php)



**FIGURE 4: IMPRESSIONS FROM OUR IN-KIND DONATION DELIVERY TO MOLDOVA**

## 2013 KEY HIGHLIGHTS CEADIR LUNGA (MOLDOVA)

Due to the fact that we started our engagement in Peru in 2013, we unfortunately didn't have the resources to invest the time into the support of "Gloria" as we would have liked to and did in prior years. That is the reason why we were only able to organise one collection in 2013.

### CLOTHES COLLECTION

- 90 boxes of clothes for adults and children

### SCHOOL EQUIPMENT

- 30 classroom tables and 60 chairs

## COMMUNICATION

**FACEBOOK**



**FUNDRAISING**

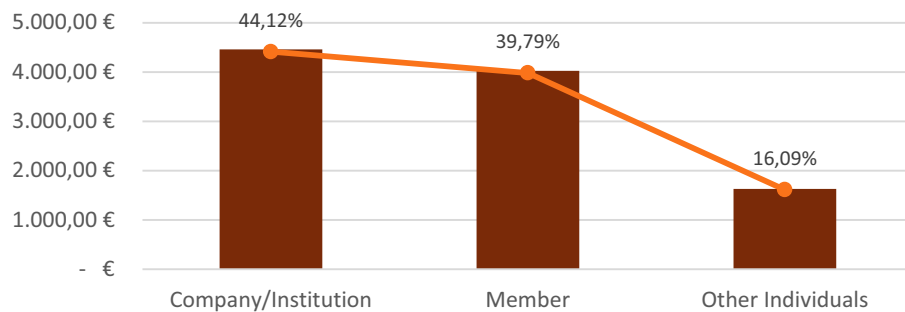




# FINANCIAL OVERVIEW

## DONATIONS 2013

During 2013, JAYMA KUNAN received a total of EUR 10,127 in donations. It can clearly be seen that the greatest proportion was generated by companies and institutions, at 44%. Approximately 40% was donated by our members, leaving other individual donors at 16% (see Figure 5).

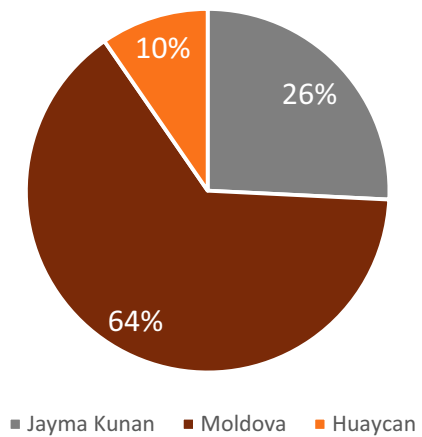


**FIGURE 5: JAYMA KUNAN'S DONOR SPLIT**

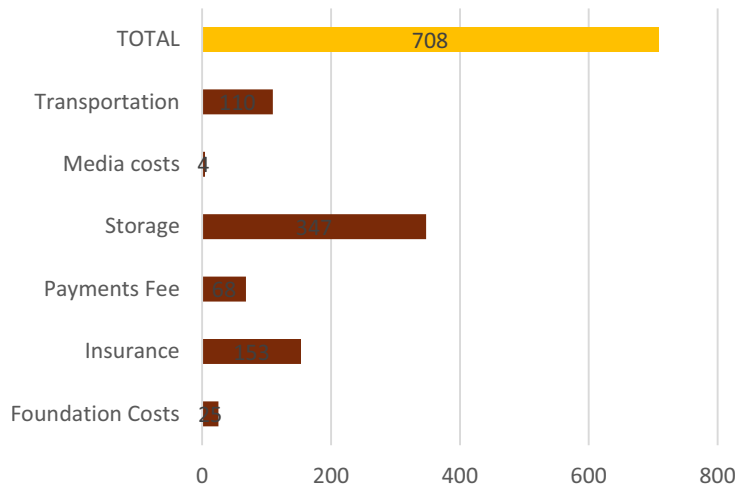
## ADMIN COSTS 2013

During 2013, Jayma Kunan incurred EUR 708 in administration costs. The vast majority (64%) of it was invested in a little warehouse (located in Munich) to store the clothes for Moldova. Just 10% of the administrative costs were used by Huaycán's purposes and 26% were foundation or insurance costs. (See Figure 7)

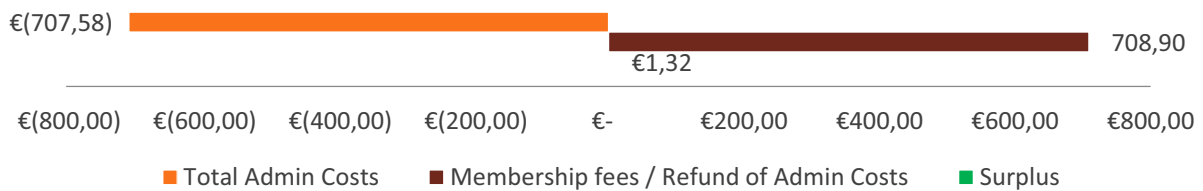
It is important for us to stress that one of our key values is that not a single Euro donated is used to cover administration or overhead costs. All administrative costs are covered by our members. This implies that every Euro donated arrives without any deduction exactly where it is needed. (See Figure 8: Admin Costs 2013 vs. Inflow excl. Donations Figure 8)



**FIGURE 7: ADMIN COST ALLOCATION**



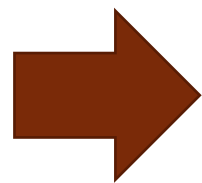
**FIGURE 6: ADMIN COST COMPOSITION**



**FIGURE 8: ADMIN COSTS 2013 VS. INFLOW EXCL. DONATIONS**

## DISTRIBUTION OF DONATIONS

The below table provides information about the amount spent in total by Jayma Kunan divided into “Total admin costs” and “Transfers to Huaycán” in 2013.

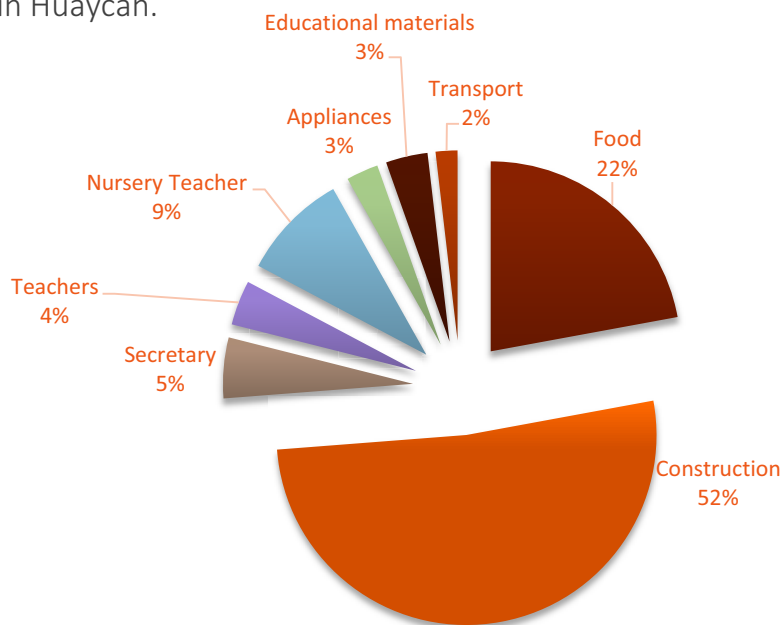


<b>Inflows</b>	
Membership fees	483.00 €
Donations	10,127.00 €
Refund of Admin Costs	225.90 €
<b>TOTAL Inflows</b>	<b>10,835.90 €</b>
<b>Outflows</b>	
Total Admin Costs	- 707.58 €
Transfers to Huaycan	- 7,825.18 €
<b>TOTAL Outflows</b>	<b>- 8,532.76 €</b>
<b>Initial amount 2014</b>	<b>2,303.14</b>

**TABLE 1: INFLOWS / OUTFLOWS 2013**

However, the donations received by Jayma Kunan exceeded EUR 2,226 our expenses, leaving an initial amount for 2014. (See Table 1). The table also shows clearly that all admin costs incurred in 2013 were covered by the membership fees and the refund of admin costs (which consisted of the deposit paid for the storage room in Munich and one month's rent).

The distribution of the total expenditures (EUR 7,825) is shown in Figure 5. It is clear that more than 50% of our budget was designated to the construction of the second floor of the school in Huaycán.



**FIGURE 9: EXPENDITURE SPLIT FOR HUAYCÁN 2013**



**FIGURE 10: OUR FIRST VISIT TO CEADIR LUNGA (AND ITS KINDERGARTEN)**

## PROJECTS 2014

Jayma Kunan works collaboratively with 12 members. For 2014, our work and dedication will focus only in Huaycán and Moldova to ensure effective program planning and quality implementation not only with the school “Camino al Cielo” but also with the whole community of Huaycán. In addition, we intend to obtain educational material and hospital equipment for Ceadir Lunga, Moldova.

One of the defining aspects of our work has been the emphasis on covering the basic needs of children. With respect to our engagement in Huaycán, we want to focus our actions on sustainable support in 2014, as opposed to concentrating on solving basic needs (food, shelter, education) in 2013.



#### COMMUNITY / SPORTSGROUND

EUR 10,000

- Construction of a Sportsground for the community of Huaycán. This project will allow children and teenagers to do sports during school time as part of their curriculum, and to have an area to play during their leisure time.
- Costs drivers: Lawyer, Engineer, Builders, Supervisor, Materials

#### INFRASTRUCTURE

EUR 1,500

- Augment the second floor of the school
- Cost drivers: Construction, Furniture

#### PSYCHOLOGIST PROGRAM FOR CHILDREN AND PARENTS

EUR 800

- Provide pshychological support for younger children (and their parents) who have problems or questions about sexuality, drugs or abuse within their families. Identify major cases and help those families with parental sessions.
- Cost drivers: Psychologist, transportation

#### EDUCATIONAL AND ADMIN STAFF

EUR 4,000

- Teachers for various subjects (maths, arts, music, english, etc.)
- Reading and writing classes for parents to increase
- Administrator who deals with all back office tasks in the center
- Cost drivers: staff

#### MEDICAL CAMPAIGN

EUR 700

- Provide monthly visit of a doctor and launch a dentist campaign
- Cost drivers: Doctor, transportation, medicine

#### CONTINUATION OF FOOD PROGRAM

EUR 3,700

- Continue providing proper food every day
- Cost drivers: Food, Assistants

#### EDUCATIONAL MATERIAL

EUR 1,300

- Provide all the school material (Books, Stationary, Educational Toys, etc)





## FINANCIAL TARGET 2014

For 2014, our financial target is to raise EUR 22,000. This amount will enable us to complete all the projects previously mentioned.

# EUR 22,000



We want to send a special gratitude to our **SPONSORS:**



Estudio de diseño gráfico y web

CALIMOD



Wirtingen an der Donau



LEO ULM

ULM/NEU-ULM DANUBIUS

GRUPO NAVARRETE®

Jayma Kunan e.V.  
Kolpingstrasse 5  
89415 Lauingen (Germany)  
Germany  
[info@jaymakunan.org](mailto:info@jaymakunan.org)

**JAYMA KUNAN**  
LET'S MAKE A DIFFERENCE TODAY

Sparkasse Lauingen  
KTO 10184759  
BLZ 72251520  
IBAN DE52722515200010184759  
BIC BYLADEM1DLG